



HERE FOR EVERY DOG AND CAT

OUR 2024-2029 STRATEGY



INTRODUCTION

Battersea has always been here to improve the lives of dogs and cats, and we remain committed to our pioneering founder Mary Tealby's promise, to aim to help any dog or cat that needs us.

This promise to be here for all dogs and cats – not just those who are easy to care for or rehome – is fundamental to our work and embedded within the DNA of Battersea. It is a commitment that inspires us, motivates us, and requires us to be resilient and determined in helping many of society's most challenging animals.

Thanks to the unwavering support of our donors, our charity has come a long way since the publication of our last strategy. We've remained ambitious and grown our impact, establishing new services such as our pioneering Academy and extending our reach to benefit dogs and cats across the UK and overseas. In collaboration with other animal welfare champions, we've worked to transform the lives of hundreds of thousands of animals against a backdrop of political, social, and economic challenges.



Above: Our centres will always be here for dogs and cats, like April who arrived in our care at eight weeks old.

In the UK and across the globe, dogs and cats need us more than ever. Our new strategy is built around three central goals: to prevent the causes of poor dog and cat health and welfare; to support individuals and communities who most need help with their dogs and cats; and to provide and enable expert care for the dogs and cats that need a place in rescue.

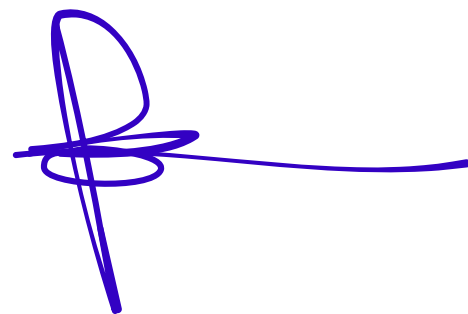
Our aim is to help many more dogs and cats than ever before. We will champion the sharing of knowledge, learning, and experience, and a collaborative approach in responding to the challenges we face. We will place a significant, additional emphasis on upstream, preventative work and help more owners keep their pets through a new strategic focus on advice and support, all the time ensuring we are here for owners facing the heartbreaking decision to give up a much-loved pet.

Our strategy has been carefully researched to ensure Battersea responds to the needs of the animals we care deeply about and has received tremendous input from our colleagues and supporters.

We remain ambitious and determined to help more dogs and cats in need. Thank you for your support that makes it all possible.



Peter Laurie
Chief Executive



Paul Baldwin
Chair of Trustees

Below: Left to right, Chair Paul Baldwin, Chief Executive Peter Laurie, and Olive.



WE ARE BATTERSEA

We're here for every dog and cat.

Working with others we will create lasting change for dogs and cats. We will seek to prevent the causes of poor dog and cat health and welfare, support individuals and communities who most need help with their dogs and cats, and provide expert care to the dogs and cats that need us.



Above: Our dedicated colleagues are crucial to the delivery of our strategy and we must ensure Battersea is a great place to work and volunteer.

OUR VALUES

We carry out our vital work guided by our values.

Care

We care wholeheartedly about our mission and the work we each do to achieve this.

Expertise

We are experts at what we do, focussing on continual improvement, learning and growing our expertise, so we can all be the best we can be.

Determination

We stay focused and solve problems to achieve our goals and our mission.

Respect

We treat one another with respect, just as we treat every dog and cat with respect.

Inclusion

We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.

Collaboration

We understand that by working together across teams and with our partners, we achieve more for dogs and cats.



**DOGS & CATS NEED
US MORE THAN EVER**

High demand results in low welfare

There are 11 million pet dogs and 11 million pet cats in the UK alone¹, with a thriving trade in unscrupulous breeding, illegal imports, and online pet sales.

Poor breeding, limited socialisation, and the lasting effects of the Covid-19 pandemic have led to more behaviour issues in our dogs and cats. Nearly a million dogs and cats are given up each year, of which a quarter enter the rescue sector. Countless animals are passed between owners, abandoned, or traded online with very little, if any, consideration for their welfare.

Owning a pet isn't always easy

Despite having the best intentions, today's pet owners face tough challenges, and we anticipate the need for our services will only grow. Those on lower incomes are increasingly unable to benefit from having a pet, and those who do, struggle to afford veterinary treatments.

We will always champion rescue animals, but many people believe our animals require levels of care beyond their abilities or means. We must do more to support aspiring owners willing to provide love, space, time, and commitment. We'll always take pride in being here for any dog or cat that needs us and it's important that we open up rescue to more people that can provide the love our animals need.

Top right: We want to keep more owners and pets together through a new, strategic focus on advice and support.



1 million pets
are given up in the
UK alone every year.²

Over 1 in 3
dogs and cats in the
world are homeless.³



A global concern

In many countries overseas, over-stretched rescue centres are grappling with their own dog and cat abandonment issues, large, unmanaged street populations, and limited resources. Research by Mars Petcare estimates there are almost 362 million homeless cats and dogs across 20 countries studied.⁴

We can and must change all this.

It has never been more important for us to work across the sector and around the world to create the right conditions to help dogs and cats thrive. We need to tackle the biggest animal welfare issues in our communities and reach those that are struggling, to help the dogs and cats who need us most. With the kindness and generosity of our supporters we'll deliver the expert care that dogs and cats and their owners desperately need.

Left: Greece is one of four focus countries we are working in overseas, along with South Africa, Sri Lanka, and Thailand.



**HOW WE WILL HELP
DOGS AND CATS THRIVE**

OUR FIVE YEAR PLAN

PREVENT

FOR

Unowned dogs and cats.

WE WILL

Prevent the causes of poor dog and cat health and welfare.

SO THAT

We reduce the numbers of dogs and cats needing rescue centres.

SUPPORT

FOR

Owned dogs and cats.

WE WILL

Support individuals and communities who most need help with their dogs and cats.

SO THAT

More animals remain in the places where they are loved and cared for.

CARE

FOR

Dogs and cats still in need of a place in rescue.

WE WILL

Provide expert care and work with others to share knowledge and learnings.

SO THAT

Dogs and cats receive the support and care they need as soon as possible.

REHOMED ANIMALS

Dogs and cats are rehomed into a supportive environment.

PREVENT

We will prevent the causes of poor dog and cat health and welfare and reduce the numbers of dogs and cats needing rescue centres.

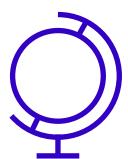
WHAT WILL WE DO?



Help more people make better choices when acquiring and caring for dogs and cats.



Improve health and welfare standards in the breeding and sale of dogs and cats.



Expand our efforts to reduce stray and roaming dog and cat populations.



Above: With our support Jai Dog Rescue in Thailand hopes to neuter 70,000 stray dogs over five years.



HOW WILL WE DO IT?

Use our voice

Educate, influence, and empower prospective owners to buy the right pet at the right time, and avoid buying poorly bred and socialised dogs and cats.

Campaign for positive change

Influence and mobilise people and those in power to bring about positive change, including effective and enforced legislation to regulate the breeding and sale of dogs and cats and punish and deter those who mistreat animals.

Enable better choices

Give confidence and choice to people seeking to ethically acquire a pet by supporting and promoting those who prioritise and safeguard animal health and welfare.

Encourage positive relationships with dogs

Help dog owners and the wider public know how to be safe around dogs and seek improved regulation, and enforcement to support safety.

Empower communities to proactively manage dog and cat populations

Expand the delivery of humane and sustainable programmes such as neutering to manage stray, unowned, and free-roaming populations of dogs and cats.

Left: We'll aim to improve understanding of the impact on health and welfare of certain extreme characteristics.

SUPPORT

We will support individuals and communities who most need help with their dogs and cats to enable animals to remain where they are loved and cared for.

WHAT WILL WE DO?



Help people better understand the health and welfare needs of their dogs and cats.



Deliver targeted, accessible, empathetic, and timely advice and support to those in most need.



Open up the benefits of pet ownership to more people.



Below: Our aim is to ensure more pets like Zeke can remain with the owners who care for them.



HOW WILL WE DO IT?

Deliver accessible support

Establish a definitive nationwide advice and support programme to help owners of dogs and cats with challenging behaviours.

Work with partners

Collaborate with specialist providers to deliver support out in the community that helps owners facing financial pressures or lack of access to affordable veterinary care.

Encourage more pet friendly homes

Influence legislators, landlords, and other stakeholders to increase the provision of pet friendly properties.

Left: Most owners want to do the best for their pet, but they may be unaware of what it takes to care for them. It's vital we resolve issues before they become insurmountable.

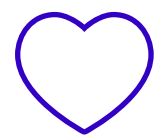
CARE

We will provide expert care for those dogs and cats that still need a place in rescue so that they receive the support they need as soon as possible.

WHAT WILL WE DO?



Invest in our centres to constantly improve their ability to meet the needs of all the dogs and cats in our care.



Ensure Battersea is a trusted, preferred choice for those giving up or seeking a dog or cat.



Bring the rescue and welfare sector together to share knowledge and expertise and achieve better outcomes for more dogs and cats.

Below: Retired racing Greyhound Ella hadn't experienced a family home and needed support from our foster carers and behaviour experts.





HOW WILL WE DO IT?

Apply our expertise

Use our specialist clinical and behavioural knowledge to always do what's best for the dogs and cats in our care whilst maintaining our commitment to help more animals.

Provide exceptional service

Deliver an exceptional customer service, so that interacting with Battersea is as easy and supportive as possible for those relinquishing or rehoming a pet.

Support stray dogs

Launch a Stray Dog Support programme to help local authorities and municipalities manage and care for stray dog populations in the UK and overseas.

Raise standards

Share knowledge, experience, and resources through our Academy to raise standards and build resilient workforces in rescue and rehoming centres across the world.

Drive a more connected sector

Encourage better collaboration in the sector by forming and promoting strategic networks of rehoming and welfare organisations that work together to change the lives of more dogs and cats. We will raise others up, inspire, and support.

Left: Pedro needed months of expert care and rehabilitation, including hydrotherapy and physiotherapy after arriving at Battersea as a stray.

OUR ENABLERS

Our three strategic pillars set out our charitable goals and the work we need to do to deliver them and fulfil our Mission. Alongside them we have identified six enablers of success.





Above: We will work tirelessly to inspire, engage, and thank our incredible supporters like Nen who ran the Royal Parks Marathon in aid of Battersea.

Our supporters

Our incredible supporters make our work possible, and we value every one of them. We will work tirelessly to inspire, engage, and thank them for championing dogs and cats and remaining by our side as our loyal advocates and friends. We will continue to share stories of the animals their support has helped, building a deeper understanding of the breadth, impact, and importance of our work. Every donation makes a difference, and we will spend every penny with great care to ensure we can be here for dogs and cats well into the future.

Our people

Our dedicated and determined colleagues will deliver this Strategy. We must ensure Battersea is a great place to work and volunteer, building a culture of wellbeing and inclusion, growing our volunteering programme, and in doing so, improving organisational performance.

Our audiences

We want more dogs, cats, and owners to benefit from Battersea. We will use our understanding of audiences to make our services available to all who need and want to access them including younger and more diverse supporters and service users.

Collaboration

We will collaborate with other animal welfare organisations, creating networks in the UK and around the world to identify and implement solutions, supporting communities and individuals, and advocating for effective laws and enforcement. We will also promote effective cross-organisational working, sharing of knowledge, communication, and understanding.

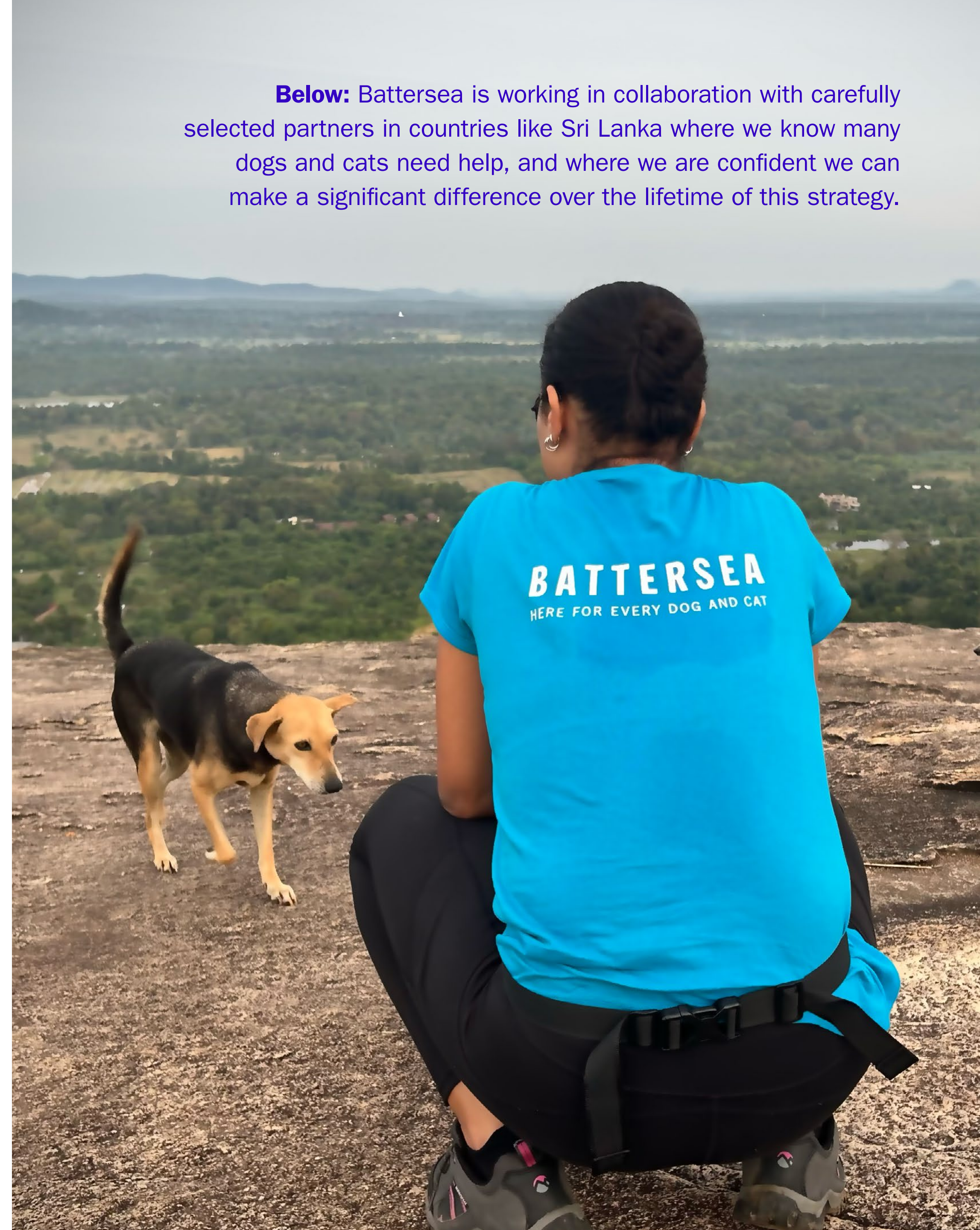
Continuous improvement

We will grow and continuously improve by refining expertise, learning from others, and using insight to seize opportunities. We will commission research and harness evidence and expertise to promote innovation, tackle emerging issues, and adapt quickly to external trends. We will put in place clear ways of evaluating our work, measuring, and demonstrating our impact and we will prioritise our efforts in line with our strategic goals.

Technology

We will make it easy to safely use data and technology to support effective decision making and service delivery that enhances the lives of dogs and cats in our care. We will also review emerging technologies to identify how they could help us drive charitable impact, extend our reach, and work most efficiently.

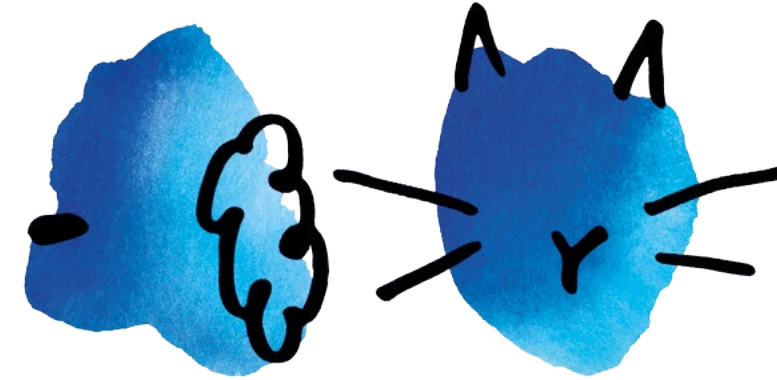
Below: Battersea is working in collaboration with carefully selected partners in countries like Sri Lanka where we know many dogs and cats need help, and where we are confident we can make a significant difference over the lifetime of this strategy.





WE'RE ALL IN, FOR THEM

WHEREVER THEY ARE, FOR HOWEVER LONG THEY NEED US



BATTERSEA

HERE FOR EVERY DOG AND CAT

BATTERSEA.ORG.UK

BATTERSEA DOGS & CATS HOME

4 BATTERSEA PARK ROAD, LONDON, SW8 4AA

Patron Her Majesty The Queen

President HRH Prince Michael of Kent GCVO

Charity registered in England and Wales (206394)

1. PDSA Paw Report 2023, [pdsa-paw-report-2023.pdf](#)
2. Battersea Supply-Demand Model, produced on pre-pandemic data by Biznography.
- 3 & 4. Our Pledge to Provide Help to Homeless Pets | Mars, Incorporated