

OUR STRATEGY 2024-2029

HERE FOR EVERY DOG AND CAT


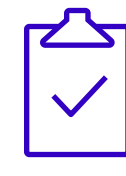

FOR UNOWNED
DOGS AND CATS

PREVENT



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.

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.

HOW WILL WE DO IT?

- Use our voice
- Campaign for positive change
- Enable better choices
- Encourage positive relationships with dogs
- Empower communities to proactively manage dog and cat populations




FOR OWNED
DOGS AND CATS

SUPPORT



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.

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.

HOW WILL WE DO IT?

- Deliver accessible support
- Work with partners
- Encourage more pet friendly homes

REHOMED ANIMALS

Dogs and cats are rehomed into a supportive environment.




FOR DOGS AND CATS STILL
IN NEED OF A PLACE IN RESCUE

CARE



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.

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.

HOW WILL WE DO IT?

- Apply our expertise
- Provide exceptional service
- Support stray dogs
- Raise standards
- Drive a more connected sector

ENABLERS

We'll build our capabilities in six key areas to deliver this Strategy.



Our supporters



Our people



Our audiences



Collaboration



Continuous
Improvement



Technology