



# BRINGING PETS AND PEOPLE CLOSER TOGETHER

## Wood Green strategy 2018-2021

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Wood Green is proud to be the pet charity that makes a difference to the lives of pets and people across the UK. Our vision is of a world where all pets are well cared for in loving homes for life; we've put together three strategic objectives to help us achieve this goal:



Delivering bespoke,  
quality care for pets  
in need.



Bringing pets and  
people together for  
mutual benefit



Creating  
environments to best  
connect with people

### Delivering bespoke, quality care for pets in need

Delivering high quality care is vital, and our holistic approach will ensure that all a pet's needs – its health and its welfare – are considered equally. We recognise that our interventions can be stressful to pets, but we aim to minimise this stress by providing the best care experience possible. By having a diverse range of interventions at our disposal – involving bespoke facilities, welfare-friendly handling, and all the knowledge and experience of our staff – we will not only offer pets better welfare, but our capacity to help will also be increased.

## Bringing pets and people together for mutual benefit

We're working towards a future in which pets and people enjoy even better lives together, with mutual benefits for animals and their owners. We want to encourage the development of a society that understands how to meet pets' health and wellbeing needs, and recognises the benefits they bring to our lives.

## Creating environments to best connect with people

Our sites and shops are the most visible face of Wood Green, the key points where our services are delivered. But the digital environment is also crucial to our future; it's most people's first choice when it comes to learning about pets. So we must combine a physical and digital approach, with our regional aims met through a mixture of 'bricks and clicks', and our national prominence delivered through digital engagement.



# SUMMARISING OUR STRATEGY

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## What do we aim to be?

A leading pet charity that makes a difference to the lives of pets and people.

To achieve this, we'll do more of the following:

- ♥ Educating, advising and supporting potential and existing pet owners
- ♥ Providing expert advice and quality bespoke care
- ♥ Finding homes using a positive, proactive approach
- ♥ Making the best use of all our spaces
- ♥ Developing our people to work as a team.

## What will we be doing that's new?

- ♥ Benefiting pets and pet owners by providing bespoke solutions to their needs.
- ♥ Creating consistent messages about who we are and what we do.
- ♥ Making it easy for everyone who contacts us or visits us to get the information they need.