



# Goal: To improve the life of every pet in the UK

## Our approach

We put pets first is our number one value at Pets at Home. Every colleague has a part to play to ensure that we deliver on this value every day. Our love and understanding of pets led us to develop our long term goal to improve the life of every pet in the UK.

This covers not only the pets in our care, the pets of owners that use our products and services but also the pets that we can help through our charity work and through educating and advocating for change in society and the wider pet care and veterinary industry.

## Our focus areas for this report:

- Pets in Our Care
- Products services and advice
- Pet Charity

## New Strategic Priorities



**Our goal of improving the life of every pet in the UK will be achieved by becoming the leading advocate for pet welfare:**

- Adopting the highest welfare and clinical standards for pets in our care
- Provide pet owners with the best products, service and advice
- Using our voice and expertise to advocate for pets
- Being the largest grant giver to pet charities in the UK

## Highlights

**261**

pet care centres have a veterinary practice and a grooming salon

**1,827**

Suitably Qualified Persons (SQPs)

**158**

vet graduates across two cohorts

**1291**

colleagues trained to pet advisor level

**>900k**

grooms given across the year

**1000**

number of grooming training hours delivered to new grooming colleagues

**£9m+**

raised in FY23 by the Pets at Home Foundation and Lifelines and over £70m raised since 2006

**453**

pet care centres have small animal adoption centres rehoming over 900k pets since 2007

**£100k**

donated to support the humanitarian emergency relief following the Syrian and Turkish earthquake

**213**

Pet food bank collection points across our pet care centres

## Alignment to SDGs



## Our Refreshed Targets

### Pet Welfare

By 2028 demonstrate how we have improved pet welfare in the UK through advocacy

### Charity

By 2028 help 500k pets through our charity work

### Pet Care

By 2028 demonstrate how our products, services and advice support the health of the nation's pets

### Education

By 2028 educate 300k children in responsible pet ownership (2020 base)