**Manchester Pet Hospital**

**Consistent messaging for campaign materials**

**1. Vision**

***We believe that every pet in Manchester deserves to be healthy and happy.***

**2. History**

***Key message - A century of saving lives***

PDSA has been keeping people and pets together for nearly 100 years. Since 1917, our free services have helped more than 20 million sick and injured pets in some of the country’s most disadvantaged communities. We work to ensure that all pets have access to vets, regardless of their owners’ financial situation.

As PDSA approaches its 100-year anniversary, we have to make sure our vets can continue to provide vital care for the nation’s pets well into the future. Demand for our services is at record levels – we urgently need to make sure our Pet Hospitals are fit for the 21st century so that we can carry on saving lives for another 100 years.

**3. PDSA in Manchester**

***Key message – We can do more for Manchester pets***

Manchester is a city of pet-lovers. Almost half of all homes in Manchester has a pet and we know how much joy, companionship and wellbeing they bring to their families. Unfortunately, many Manchester pet-owners struggle to cope with the costs of owning a pet – and PDSA is their lifeline.

Since 1989, vets at our Pet Hospital in Manchester have treated XX pets in some of Manchester’s most deprived areas. But our current facilities can’t cope with the unprecedented number of pets that need our services today – we never want to have to turn a pet away because we don’t have the space to treat them.

**4. About the new hospital**

***Key message – Nearer to those in need***

The new hospital will be located in Gorton, to the north-east of Manchester, right in the centre of one of the most deprived neighbourhoods in England, making it easier for the people most in need to get to us.

We urgently need to raise £2.4 million to build and equip the new hospital – and bring our vets closer to Manchester’s most vulnerable pets.

**5. Name of the new hospital**

***Key message - More than just a hospital***

Pet wellbeing is at the heart of the new hospital.

As well as consulting rooms, state-of-the-art operating theatres and a critical care area to treat poorly pets, the new Manchester hospital will be the first PDSA Pet Hospital in the UK to have a dedicated community education space, known as the ‘Wellbeing Centre’.

This will focus on pet health education and wellbeing – giving people the knowledge they need to keep their pets healthy and happy.

There are currently several naming options under discussion that address the dual purpose of the new hospital:

* *Manchester PDSA Pet Hospital for Treatment and Wellbeing*
* Makes clear distinction between ‘treatment’ and ‘wellbeing’; emphasises integration of services
* *Manchester PDSA Pet Hospital & Centre for Wellbeing*
* Explicitly highlights the dual purpose of the hospital; emphasises distinct elements of provision
* *Manchester Pet Wellbeing Hospital*
* Puts wellbeing in all its forms at the centre of the hospital’s purpose; function could be misinterpreted.

**6. Why the new hospital is needed**

***Key message – Fewer pets going untreated in Manchester***

The demand for our services has increased and our current hospital can no longer cope with the number of sick and injured pets coming through our doors. In addition, changes in the city over the years mean that our Pet Hospital is no longer close enough to the communities that need our services most – and thousands of sick and injured pets in Manchester are in danger of going untreated every year.

Although our vet team work tirelessly every day to give each pet the love and care they deserve, our need for a new Pet Hospital has never been more urgent.

We want to make sure that everyone in Manchester has access to vet services and that no pet goes untreated.

The new Manchester hospital will enable us to provide a service that is:

**Bigger** – six consulting rooms, two operating theatres, a dedicated dental suite and additional kennels mean more pets can be seen and treated than ever before.

**Better** – more space and improved facilities means less stress for pets, quicker recovery times and a better all-round experience for pets and their owners.

**Brighter** – a dedicated community education space will bring pet owners and vets together to increase understanding of preventive healthcare, meaning fewer pets need our services and creating a brighter future for Manchester’s pets.