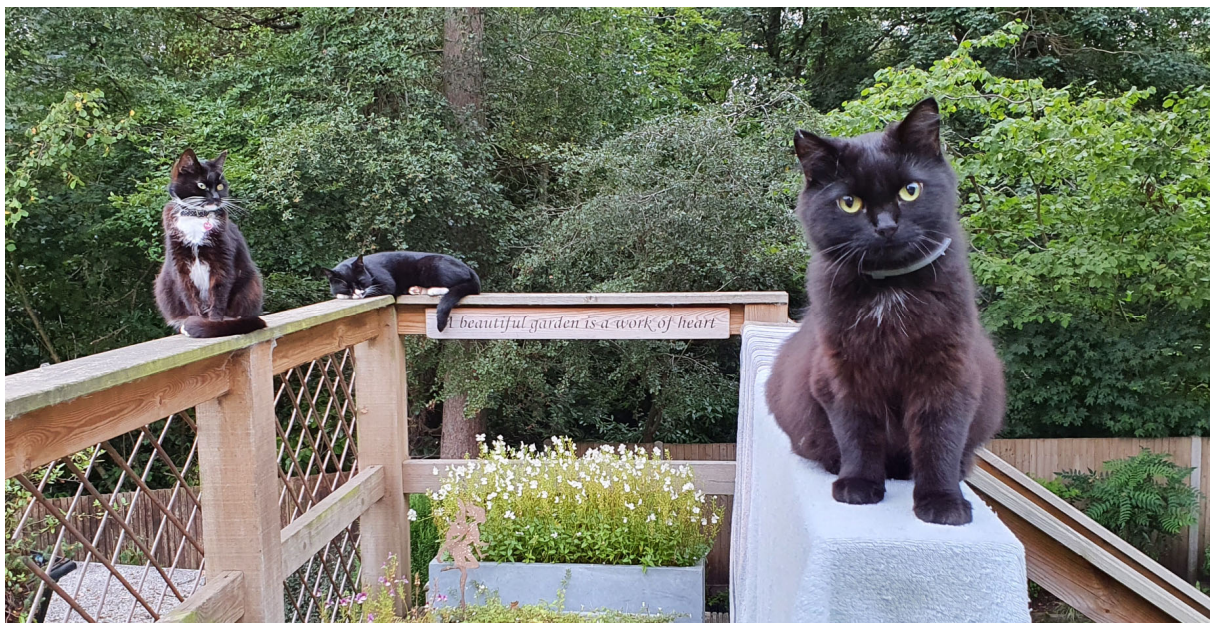


Its Simple, Hastings has a need.....

The current veterinarian and animal care services do not meet it.

Its time for a mindful disruptive option, the

Hastings Animal Medical and Wellbeing Centre



At the Cat Call Charity aside from our day-to-day work and purpose we plan to open a new animal medical health and wellbeing centre, with a focus on affordable mindful care for animals and helping people in need, be it through financial support for animal medical treatment, actual help with issues and problems that arise from caring for an animal, advice, and an ear to listen, in Hastings which is ranked as the 13th most deprived area out of 317 UK local authorities and where there is no PDSA support.

From our work and listening to the community we serve, we believe the existing veterinarian structure is failing to meet the community's needs, it is in freefall collapse; Animals are suffering, people are abandoning them and unnecessarily turning to euthanasia, charities are over run. Furthermore, listening to the animal health care professionals, we see the industry has failed and continues to fail in providing training and development opportunities for young and mature professionals alike contributing to the current critical shortage.

We have concluded there is a real need for a new approach a positively disruptive evolutionary step change in animal health care, in terms of how it is structured, delivered, resourced, and importantly integrated into the community. A mindful alternative for ordinary people in our community to turn to, one they can afford and learn from by example.

i.e. An animal medical health centre its *Purpose* being to provide mindful affordable medical care for animals and through that care for the people in the community.

How does this differ to what is currently universally available? The incumbent's purpose is to make money, which is ok, but it is a dated 2000's model. In our opinion their objectives and resulting services flowing down from their purpose, along with their legacy belief structure in animal care and how that is achieved, no longer meets the mainstream community needs, it is simply a bad fit, rather we aim to stay true to our intended purpose in a way that integrates into the Hastings community, its mental and physical environment.

In the end we are a nation of pet owners and as the actor James Cromwell said *"Pets are humanizing. They remind us we have an obligation and responsibility to preserve and nurture and care for all life"*



Our Vision

Purpose; A health and wellbeing treatment centre for animals complimenting the existing providers, offering affordable medical health care with out of hours cover, quality health care delivered by well trained, well-resourced professionals and supported by education in the community which will in time reduce straying, unwanted discarded pets, unregulated breeding for money, unnecessary euthanasia and poor care practices.

Available to the community non-commercial market sector but including domestic working animals (Guide dogs, Health sensing dogs, Companion dogs and Cats and others).

Operating from a purpose-built facility which supports an evolved era in terms of cleanliness, technology, education at large and development opportunities for the people working in it.

The centre will encourage quality practices and support training for the medical and support personnel with coaching to achieve the highest standards, attracting and suitably compensating quality people.

The expected depth in the centre's technology will underpin evolutionary practices in animal care functions i.e. dedicated specialists operating equipment and providing data to vets.

The efficient use, flow and maintenance of the facility will be at the fore in design, implementation and use.

The centre will lead by example offering free neutering/spaying and micro chipping.

Will include a humane mindful on-site crematorium facility.

And an education function available to the community at all levels from preschool on, including placements and work experience for young people thinking of going into animal health care, through practitioners undergoing formal training (vets, nurses and specialists) to retired practitioners who still have much to give. And community education in animal care (on and offline) for people at large seeking to evolve their beliefs in terms of what a pet needs over the course of its life.

Parkland of mind and peace including a walking jogging circular path.

The centre will cover its costs but will not have an objective to make a profit, there will be no shareholders. This will be achieved through margins on health care commensurate with the running costs, nominal margins on drugs, thoughtful stewardship of overhead costs, a humane animal cremation service, education functions and centre branded merchandise. And no legacy burden of start-up costs.

The centre will be structured under a highly transparent charity structure offering ways through which people can, if they wish, donate.

In mindset the charity will be a scaled-up version of the Cat Call Charity i.e., modelled on its successful **Purpose** that being the mindful care of animals, accessible to all when needed and through that the care of people in the community.

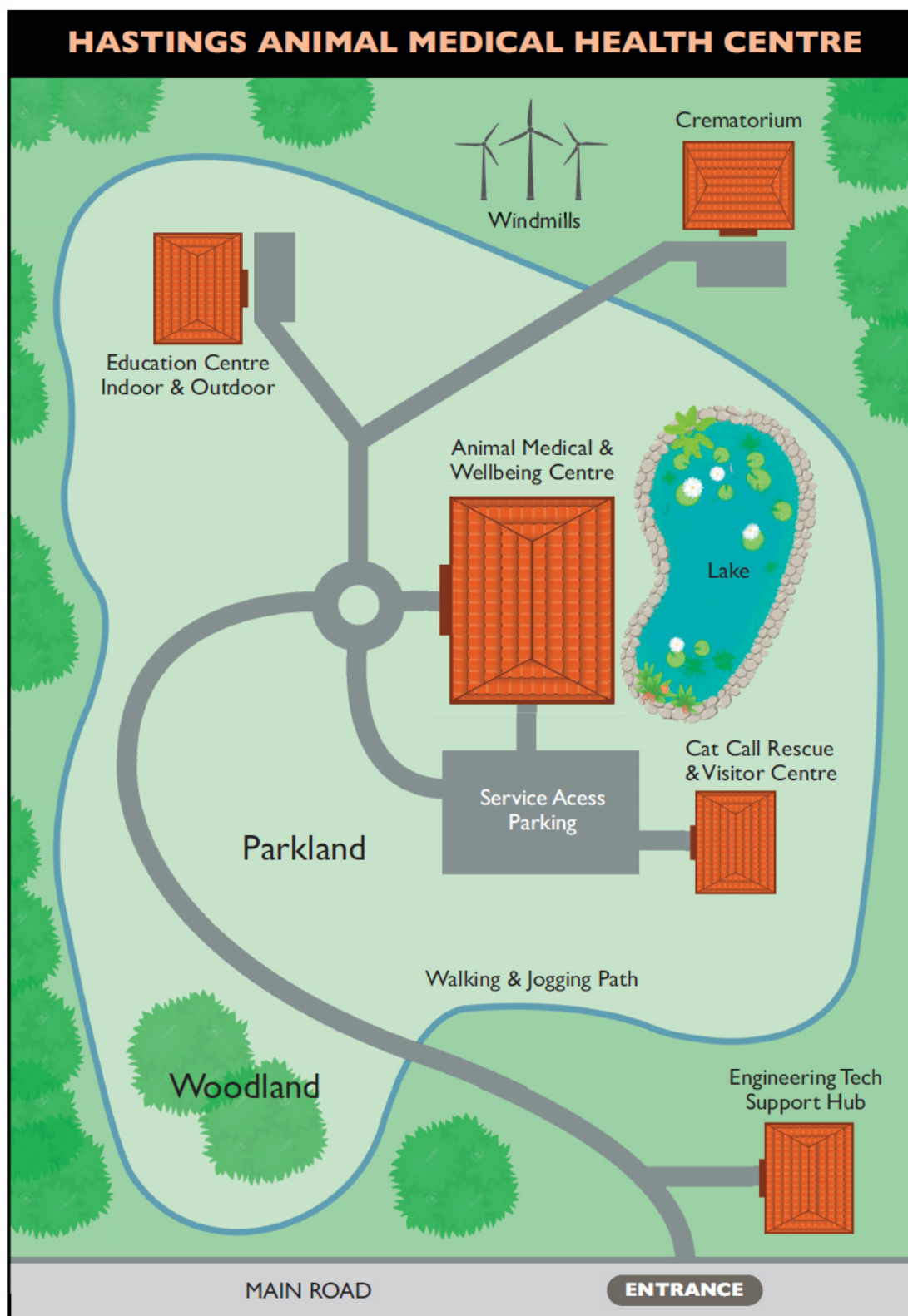


Root cause observations;

- The ever-declining quality and type of animal care available in the community is currently provided by *incumbents* whose fundamental business **purpose** is to make money.
- Lack of available animal medical care when it is needed.
- Random availability of out hours care.
- Current providers facilities (buildings) are rated poor by the community, typically houses built in the 1900's, converted to a business premises, sitting in the community not integrated into the community.
- No PDSA in support of an area ranked nationally as the 13th most deprived area in the UK.
- Community feedback surveyed from owners, animal medical care professionals (vets and support staff) and charities.
- Our own heart-breaking experience in November 2020 when dear Poppy Cat needed out of hours medical help.

Resource allocation;

Veterinarian medical centre	50%
Humane crematorium	15%
Cat Call Charity centre	15%
Education	10%
Environment – Parkland	10%



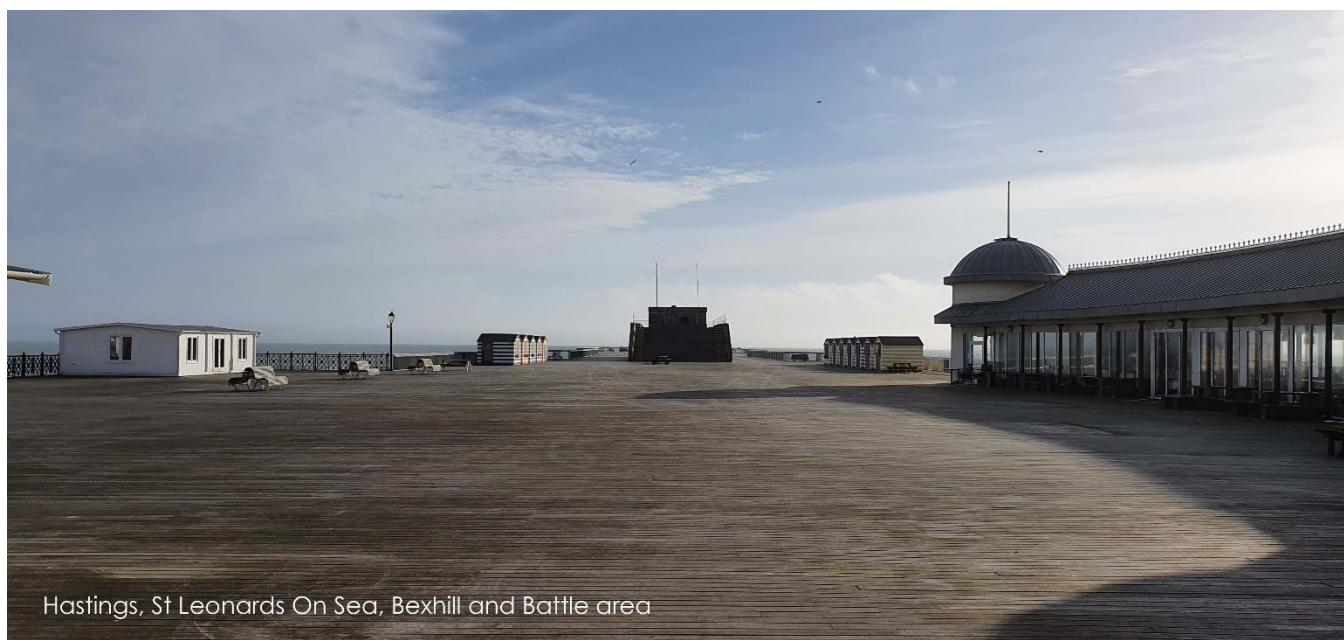
Funding

Cost of land and acquisition	£500,000
Facility\Buildings and planning	£3,000,000
Equipment and start up	£1,500,000
Initial 18 months operating cost to reach a steady self-funding state	£800,000
Total	£5,800,000

Current raised £167,262.25 in a unit trust

Current fund-raising target **£5,632,737.70**

Potential sites; Two options have been identified in the Hastings area.



Key Phases;

Fund raising (12 months)

Assemble project team (2 months)

Acquire land (6 months)

Planning (6 months)

Construction (15 months)

Fit equipment (goes 2 months beyond construction)

People placements

Test

Open

4 years end to end.....

Needs to be 3 years max.

Other features underpinning the mindful nature of facility;

Where possible use of local trades, to sign their work.

Solar panel and wind turbine energy sources.

Recycling/compositing for gardens.

Water recovery.

Energy efficient building; Mass natural lighting.

Integration of volunteers with employees at all levels.

Glossary

PDSA	People's Dispensary for Sick Animals Historically a provider of financial support for people in need who find they cannot afford medical care for their pets/animals.
Survey	Online community survey conducted 2021
HAMWC	Hastings Animal Medical and Wellbeing Centre
Population served	Hastings, St Leonards, Bexhill On Sea, Battle and surrounding nearby small towns 144,000 (2020)



"If Bezos and Branson can get into space, we can get a mindful medical animal health centre opened in Hastings"

Leeanne Cat Call volunteer July 2021.

"Animals have a consciousness (feelings) and like humans need and deserve loving quality care in an empathetic environment"

Martin Wheeler mentored by Mark Solms Neuropsychologist and Psychoanalyst Nov 2021.

If this vision and project interests you and you can help in any way, please do not hesitate to call or message us with your questions or to set up a meeting to have your questions answered.

Cat Call Charity 1032117 Tel 01424 429904 E mail catcallcharity@outlook.com

or using our enquiry form <https://catcall.org.uk/contact-us/other-enquiries-2/>

To donate please use the Benevity causes platform <https://causes.benevity.org/>
reference CatCallHastings UK registered charity 1032117

or

this link <https://catcall.enthuse.com/#/> and in the comment section put "Purpose HAMC"

or

by BACS to Cat Call Charity Lloyds bank account 00 155 497 sort code 30 97 66

For substantial donations or setting up a legacy donation or grant giving please call us on 01424 429904 and ask for Cat Call Trustee Lorraine or Chair of Trustees Brenda Marshal.

And of course, we are very open to naming the park, the facility, buildings or rooms in memory and recognition of significant donors.

Referees;

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Cat Call Hastings serving the Hastings and surrounding community since 1983.

Web <https://catcall.org.uk/>