

For today's sick pets and tomorrow's vets

Funding the new
Nottingham PDSA Pet Wellbeing Centre
The Marian and Christina Ionescu Hospital



Funding the new Nottingham PDSA Pet Wellbeing Centre

Contents:



3

Foreword from Richard Hooker
BVMs MRCVS, PDSA Director
of Veterinary Services



4

Saving pets is what we do –
an introduction to PDSA



5

The value of our vital work
in Nottingham



6

Continuing our vision for
new Pet Wellbeing Centres



7

Nottingham PDSA Pet
Wellbeing Centre, The Marian
and Christina Ionescu Hospital



8

Six key areas to address



9

A PDSA Story:
really taking the Biscuit



10

Training the next generation
of vets – our partnership with
Nottingham University Vet School



11

The new Pet Wellbeing Centre
and how we're getting there



12-13

Bringing our plans for greater
capabilities to life – floor plan



14

Our last success story – Manchester's
PDSA Pet Wellbeing Centre



15

Why the need for more
fundraising?



16

How you can help people and
pets in need – making a pledge

To navigate throughout the brochure please use
the arrows at the bottom right of the page or
alternatively, click the page numbers in the Contents.

You can also return to the Contents page at anytime
by clicking Contents at the bottom left-hand of each
page throughout the brochure.

Pets are at the heart of many of our family lives

The unique and special relationships we share with our pets have been brought into sharp focus during the extraordinary past 12 months. We realise more than ever how much pets enrich our lives and help combat loneliness.

PDSA exists to protect these relationships, helping some of the most vulnerable members of our society. None more so than in Nottingham where, since 1927, PDSA has had a much-needed presence providing vital, lifesaving services.

Our current Nottingham Pet Hospital is no longer able to meet the needs of the local community. Cramped, outdated and in a location that is difficult to access, we are taking action today and we need your help.

We have secured land in Basford to relocate the service and enable us to construct a new facility. Our vision for the new Pet Hospital is part of PDSA's ongoing evolution, as we explore different ways to deliver the greatest public benefit with the limited charitable resources available to us. Once complete, the new Pet Hospital will provide emergency and preventive care to sick and injured pets; with plans to explore a hub and spoke approach of outreach support in the future.

Nottingham PDSA has been working with Nottingham University Vet School since 2010, helping train the next generation of veterinary surgeons. This relationship increases our service capacity, and improves our ability to recruit NUVS-graduate vets.



By supporting the new PDSA Pet Wellbeing Centre, you will be playing a part in driving positive change in Nottingham and beyond, that will protect and improve the lives of vulnerable pets and disadvantaged pet owners for many years to come.

Richard Hooker BVMs MRCVS
PDSA Director of Veterinary Services



Vet Joanne and Pet Patient Toby

You can read about [Vet Joanne's story](#) [here](#) and [Pet Patient Toby's story](#) [here](#)





Saving pets is **what we do**

Pets don't deserve to suffer because of financial difficulty or social hardship. Founded in 1917 by animal welfare pioneer Maria Dickin CBE, the People's Dispensary for Sick Animals (PDSA) is the largest charity in the UK providing low cost and free veterinary care for the pets of people in need.

Every day, vets in our Pet Hospitals care for sick and injured pets – saving lives, keeping pets happy and healthy, and giving them a lifetime of wellbeing.

Treating pets of disadvantaged people facing challenges such as low income, health problems, disability and homelessness is a large part of what we do; but our work doesn't stop there. We're a leading authority on pet health and wellbeing: from raising awareness of pet obesity to surveying the state of Britain's pet nation; raising the status of animals to celebrating their contribution to our lives.

14 million people in the UK are living in poverty* today – that's more than one in five of the population. So it's important we continue Maria Dickin's legacy.

Geoffrey and Pet Patient Patch

**Joseph Rowntree Foundation*



The value of our vital work in Nottingham

From the first basic dispensary in London's Whitechapel, Maria Dickin took PDSA to other towns and cities with a horse drawn ambulance, treating animals and educating people in how to care for them properly.

During the 1920s and 30s motorised dispensaries were covering up to 80 miles every day, with permanent clinics established in towns and cities around the country. PDSA arrived in Nottingham in 1927, with a small dispensary on Longden Street. In 1933 we opened a Pet Hospital in Abbey Street, Dunkirk. The facility contained an outpatient department, horse ward, small animal ward, convalescent ward, offices, stores and a forge.

In 1958 land was secured on Dunkirk Road, and PDSA began to draw up plans for a new, purpose-built facility to provide more modern standards of care. Two years later the first Pet Hospital to be specially designed and built for PDSA was opened. By 1986 the hospital was providing nearly 36,000 treatments; by 1994 this had increased to 41,400.

Since then, we've helped many more poorly and injured pets, carrying out over 68,000 treatments in 2020. Over the years we've been able to increase the amount of animals we treat. A new, purpose-built facility will help us go from strength to strength, enabling us to help even more pets as demand for our life-saving service grows.





PDSA Manchester Senior Vet
Rachel and Pet Patient Ruffin

Continuing our vision for new Pet Wellbeing Centres

Following on from PDSA Birmingham (Oldbury) in 2015 and PDSA Manchester in 2019, the new Nottingham PDSA Pet Wellbeing Centre will be based on this model to ensure we are fit for purpose for many years to come.

Nottingham PDSA Pet Hospital currently serves **around 10,000 pets** belonging to **over 8,500 owners** across its catchment area, which includes some of the most deprived neighbourhoods in the country. The Pet Hospital provides veterinary care (both acute treatment and preventative medicine) to those pets that are most in need.

But this facility is in desperate need of replacement. The current site is too small and difficult to access; and despite regular maintenance and refurbishment, the current Pet Hospital has deteriorated significantly over time. It is outdated, overcrowded and below the standard expected for clinical facilities.

We have acquired a highly suitable plot of land for the new facility located in Basford, in north-west Nottingham. Research has shown that ex-mining communities, such as those in north Nottinghamshire, suffer from significantly higher levels of economic and social deprivation. We offer vital support to communities like these.

PDSA's new Pet Wellbeing Centre will:

- Meet the urgent need to expand the current Pet Hospital's capacity to serve people and their pets from areas of high social deprivation.
- Provide modern training facilities for the University's veterinary students to develop their practical skills, conducting pet consultations as a core part of their degree.

You can find out the difference that Manchester PDSA is already making for Pet Patients like Ruffin [here](#)



Nottingham PDSA Pet Wellbeing Centre The Marian and Christina Ionescu Hospital

Having been in Nottingham for a long time, we're invested in the city and its surrounding areas. And now we're committed to providing an even better service.

This new Pet Wellbeing Centre will act as a constant flagship presence in the city, offering 24/7 consulting and operating services. It will also become the base for important outreach activities in the future.

It will cost **£3.7 million** to build and equip, and help guarantee a healthy future for the city's most vulnerable pets. But we still need to raise **£1.4 million** to complete this vital facility.

Maintaining and replacing our Pet Hospitals and building new facilities is central to our wider estate strategy. It's crucial that we do this, so we can reach and support more pet owners in more communities.



"Mr and Mrs Ionescu have supported PDSA for many years, generously and significantly. PDSA Cardiff and Birmingham (Oldbury) Pet Hospitals bear their names as a lasting and fitting tribute to their passions for medical and surgical science, and animal welfare. Their support continues with the replacement of our Nottingham Pet Hospital: this living legacy will help us to be there, so that no animal suffers because of their owners' financial hardship."

Jan McLoughlin BSc (Hons), MSc, CBiol, MSB, FIoD,
PDSA Director General



The new Nottingham PDSA Pet Wellbeing Centre will be similar in design to our Birmingham (Oldbury) PDSA Pet Hospital



The new Pet Wellbeing Centre will address six key areas



Greater capacity

The facility will have improved consulting, operating, imaging and kennelling facilities to ensure we have sufficient capacity to meet the growing demand for PDSA services.



Located where it's needed most

Relocating the Pet Hospital will help ensure that the pet owners who need us can use our services. The proposed new site is located further north in the city, closer to the higher population density areas with the highest levels of poverty.



Better accessibility

As part of a larger suburban development site known as MarCity Park, the new facility will be accessible to all. The site location is closer to the main road and public transport networks, allowing easier access to our services. We plan to base outreach activities from here into the northern and eastern communities around Nottingham on a sustained longer term basis, to further increase accessibility.



Technology to learn

The new Pet Wellbeing Centre will allow an expansion of the University of Nottingham's teaching provision, and enable the greater use of modern technologies in animal care and learning activities. PDSA is working with the University to design and build a facility that gives students a great learning experience, and also allows them to make a meaningful contribution to our charity, pets and their owners.



Modern facilities

The replacement Pet Wellbeing Centre will have modern veterinary facilities that are fit for purpose, and will allow our teams to deliver an effective, efficient service for decades to come. The building will be designed with the wellbeing of pets and people in mind, ensuring that pets, their owners, students and colleagues all benefit from improved welfare.



Smart use of space

A larger, more modern building will enable more pets to receive the veterinary care they desperately need. The extra space means our expert teams can work more efficiently and effectively; and separate waiting areas in reception will allow owners and their pets to feel safe.



A PDSA story: really taking the Biscuit

Carolyn's fourteen-year-old son, Thomas, who has autism, has struck up an unbreakable bond with their two-year-old Jack Russell crossbreed, Biscuit.

The family's four-legged friend plays a huge role in providing comfort and companionship. But one day, Biscuit managed to get her paws on some dark chocolate when her owner's back was turned.

"We were upstairs together, when Biscuit disappeared out of the room," Carolyn explains. "All of a sudden we heard a crunching sound and rushed to her, and caught Biscuit eating Thomas' chocolate!"

Fearing for Biscuit's life, Carolyn contacted the PDSA Pet Hospital in Nottingham immediately. Biscuit had eaten a potentially toxic dose.

Find out what happened to Biscuit [here](#)





Nottingham University Vet School (NUVS)
students reviewing clinical information
with their Pet Patient



University of
Nottingham
UK | CHINA | MALAYSIA

Training the next generation of vets

PDSA has an important partnership with Nottingham University Vet School (NUVS).

The new Pet Wellbeing Centre will help to educate and train the next generation of veterinary surgeons, with final year students undergoing part of their practical training in Nottingham and Derby's Pet Hospitals.

The benefits of our collaboration with the University's vet school are twofold. PDSA is able to recruit vets who have studied at NUVS; and our service capacity is increased with the important contributions of these final year students.

"Students from my school currently undertake part of their clinical education at the existing Nottingham PDSA hospital. Giving them experience of what real veterinary practice will be like during their careers. This new Pet Hospital will significantly improve our ability to teach the next generation of veterinary surgeons."

Professor Gary England, Dean, School of Veterinary Medicine and Science

"The School of Veterinary Medicine and Science has enjoyed an enormously mutually beneficial relationship with PDSA in Nottingham for over a decade. This new hospital will further improve practical learning opportunities and the development of our students' skills in a larger, better equipped and more modern clinical environment."

Stephen Brogden BVSc PGCert MedEd MRCVS Clinical Assistant Professor,
School of Veterinary Medicine and Science

Meet PDSA vet Suzy, who graduated from Nottingham University Vet School – read her story [here](#)



The new Pet Wellbeing Centre and how we're getting there

The new facility has been designed by Sadler Brown Architects. At 892m² the building will be double the size of our existing facility (which is 450m²). This larger space will help provide an enhanced experience for pets and their owners, and for colleagues and students.



Larger dedicated wards
for cats and dogs



Calm and spacious
reception area



Dental theatre



Full use of online
technologies
for e-consultations



Modern teaching and
consulting areas, plus
operating theatre



Dedicated 'pet MOT'
rooms

Timeline

2020

Private phase
fundraising

Spring 2021

Land
purchase

Summer 2021

40 week
construction
programme
begins;
public phase
fundraising

Autumn 2021

Building
handover from
contractors to
PDSA

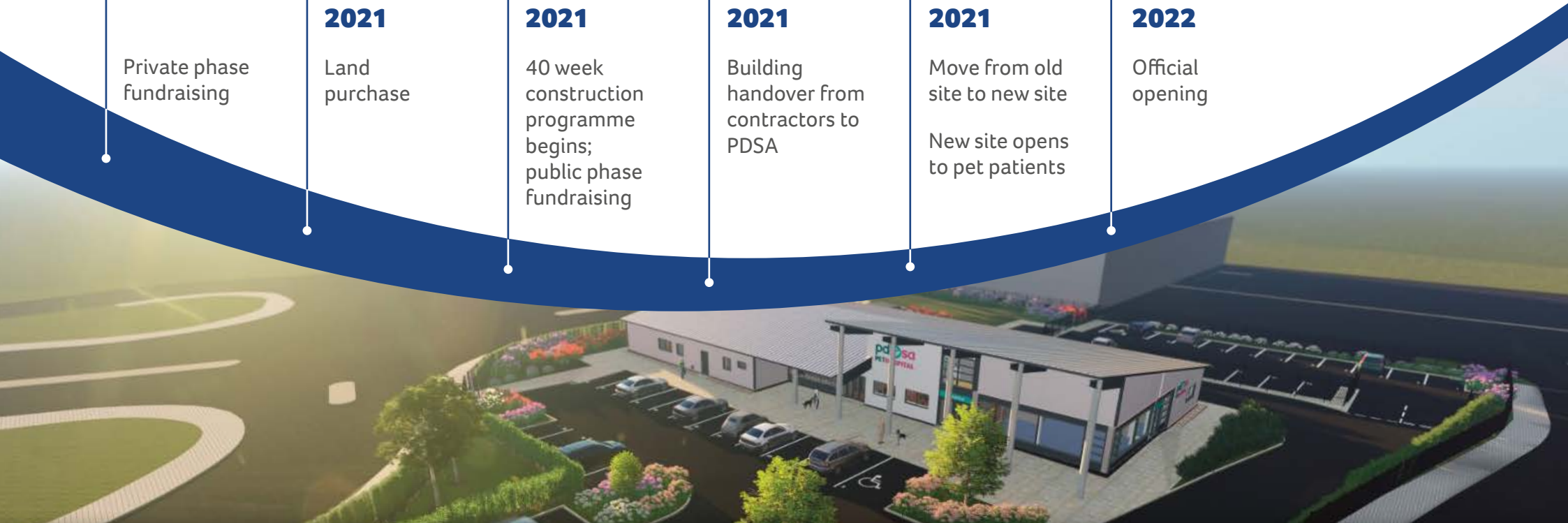
Winter 2021

Move from old
site to new site

New site opens
to pet patients

New Year 2022

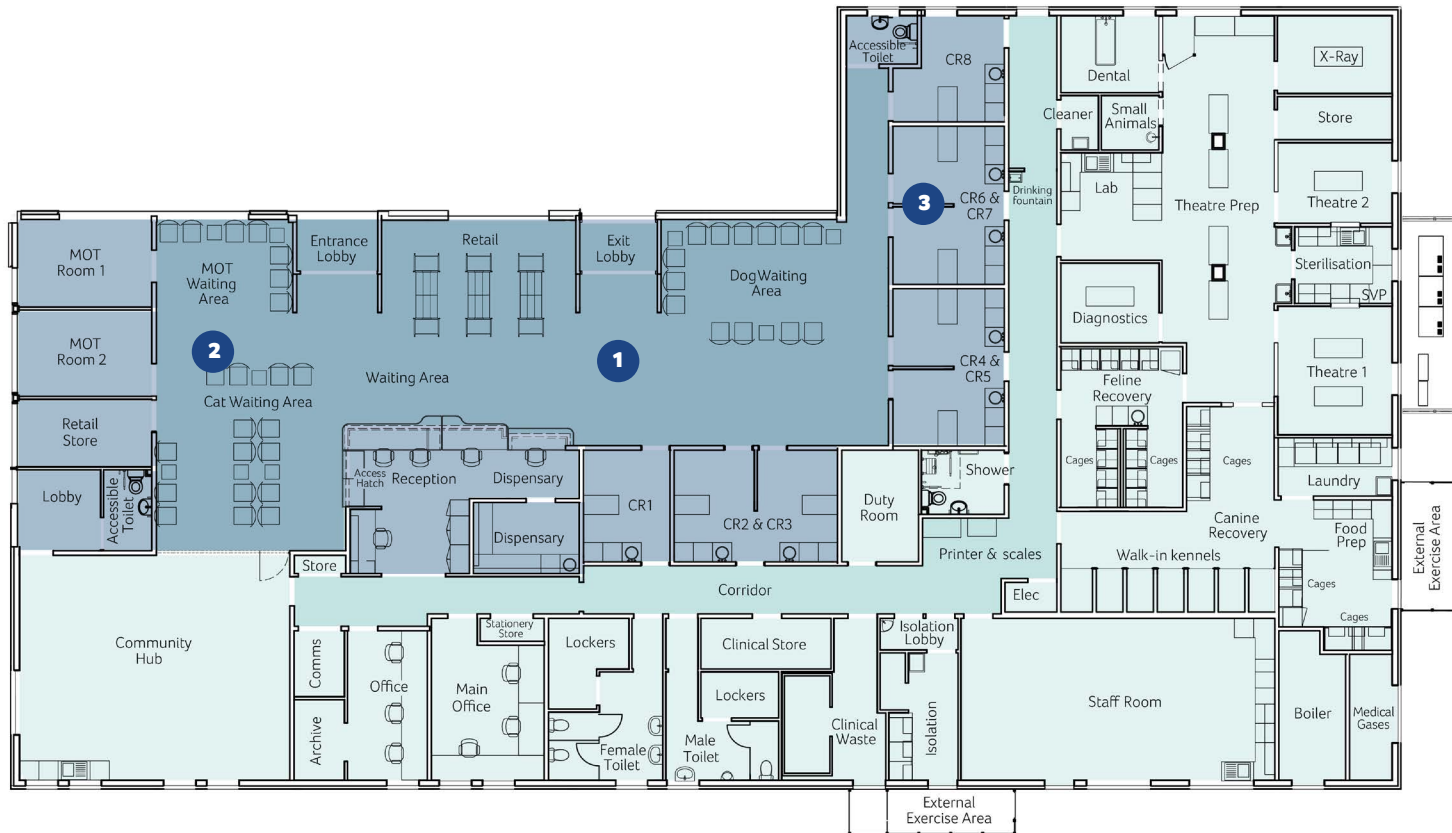
Official
opening



Bringing our plans for greater capabilities to life

Take a look at the floor plan for the new Nottingham PDSA Pet Wellbeing Centre.

The entire Pet Wellbeing Centre has been designed with teaching in mind; from larger consult rooms, to glass fronted theatres. Additional space means students can get up close and personal, hands-on to the real work they'll be undertaking after graduating. Digital capabilities will be built in to provide live streaming and recording opportunities for greater class numbers and enable the potential for remote learning.



1 Owner and pet facilities front of house
Having two lobbies means that pets enter through one and exit via another, reducing the chance of stressful situations with other animals. The Waiting Area is specifically designed to reduce stress in pets by keeping dogs and cats separate and enabling cats to be held up off the floor. A large screen in the Waiting Area allows us to share animal wellbeing messages whilst owners are waiting. This part of the building is used by owners who bring their poorly pets for treatment or their well pets for preventive care. It contains the services that are needed to help them through their owner journey, from meeting and greeting to treating and dispensing.

2 Wellbeing Area
These dedicated areas will help owners experience how to provide the five welfare needs for their pet, with physical examples of products; video footage to explain care and conditions; and a relaxed consulting space (The Wellbeing Hub) to spend time with trained pet wellbeing experts.

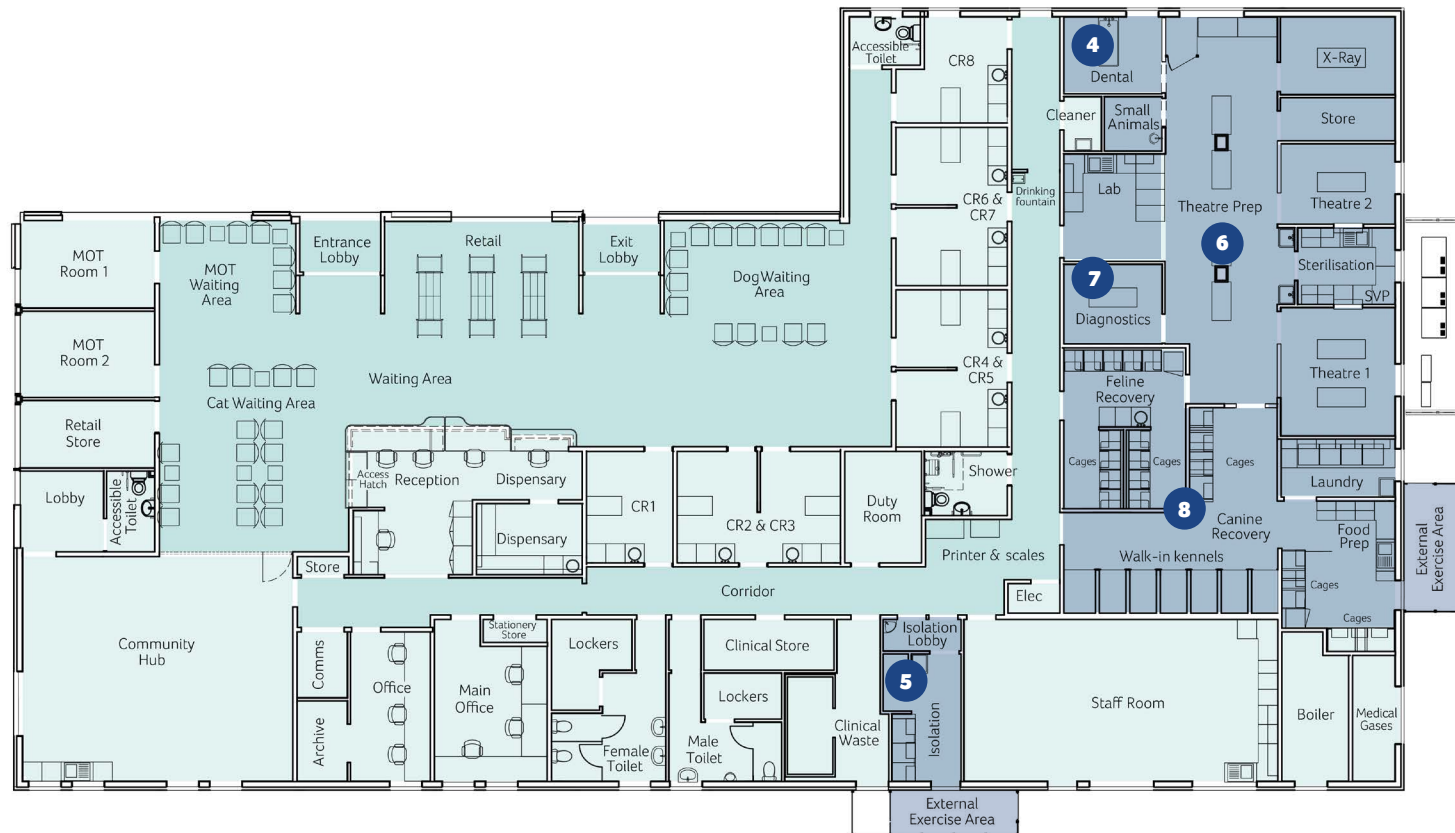
3 Consulting Area
Our open reception area provides a friendly welcome to owners and pets alike. Next to the reception area is our dispensary where we dispense medications and chat through with our owners how best to give them to their pet. Our consult rooms provide a nice open space for the pet to feel comfortable and for our vets and nurses to be able to check them over and have important discussions with our owners. Each room is fully equipped with vital tools such as otoscopes to examine ears and a stethoscope to listen to the heart and lungs. The consulting area is conveniently located at one end of the waiting room, allowing the flow of cases from reception to waiting room to consulting room then dispensary and back to reception to complete the pet and owner journey.

Bringing our plans for greater capabilities to life

Take a look at the floor plan for the new Nottingham PDSA Pet Wellbeing Centre.

- 4 Dental care**
Our separate theatre for less sterile procedures is used for dental care. It has an anaesthetic machine in there as we need to anaesthetise our patients to remove and clean teeth. There are various tools we use to remove painful or diseased teeth, and this equipment is stored in the dental room for easy access. We also have a dental machine to scale and polish the pets' teeth at the end of the procedure.
- 5 Special Nursing Units**
We have an isolation ward that is separated from the dog, cat and small animal recovery wards. In isolation our vets and vet nurses can keep an eye on the most poorly pets, whilst keeping them away from others in case they have an infectious disease.

- 6 Clinical suite**
This back part of the building is where the clinical team works to take care of any pets who have been admitted for operations or as inpatients. Separate recovery wards for dogs, cats and small animals enable pets' stress to be reduced by being housed away from other species. For pets who require an operation, they will be prepared in a theatre prep area before being moved into one of the operating theatres. Keeping the areas separate in this way helps to keep the theatres sterile. There are two main operating theatres, plus one for diagnostics and one for dental procedures. We also have a separate area where staff can clean equipment and sterilise surgical kits. Plus there's storage available to hold clinical waste before it's disposed of safely.



- 7 Diagnostics**
To investigate what is wrong with a poorly pet there are facilities for x-ray, ultrasound and a laboratory where blood samples can be analysed. Having all this technology at our fingertips helps us to diagnose and treat unwell pets quickly, getting them back on the road to recovery as fast as possible.
- 8 Animal Recovery Wards**
If pets are admitted for an operation or as an inpatient for further monitoring and treatment then they are settled into species-specific wards. Following an operation a pet will return to their ward. In our recovery wards, glass fronted kennels (rather than steel bars) ensure it's much quieter for the pets to shut out the hustle and bustle of a busy hospital. Many dogs also like the clear view they get! For cats and small pets we can place boxes inside so they can hide away if they prefer. Keeping the species separate from one another is ideal as it really reduces stress at a time that's inevitably a little stressful for them. Rabbits and cats especially can relax more easily if they are not able to see the hospitalised dogs, and equally if the dogs can't see them either they'll remain calmer! There is also an exercise area for dogs for those who are well enough to stretch their legs, do their ablutions and sniff the air!



How we deliver improved wellbeing and brighter futures

Our Pet Hospitals have a lifespan of 50 years, so we're always looking at ways of future-proofing our services and the care we give pets across regions. Our new building in Basford, Nottingham will be very similar to Manchester's facility, which opened in 2019.

Manchester PDSA Pet Wellbeing Centre, The Montague-Panton Hospital

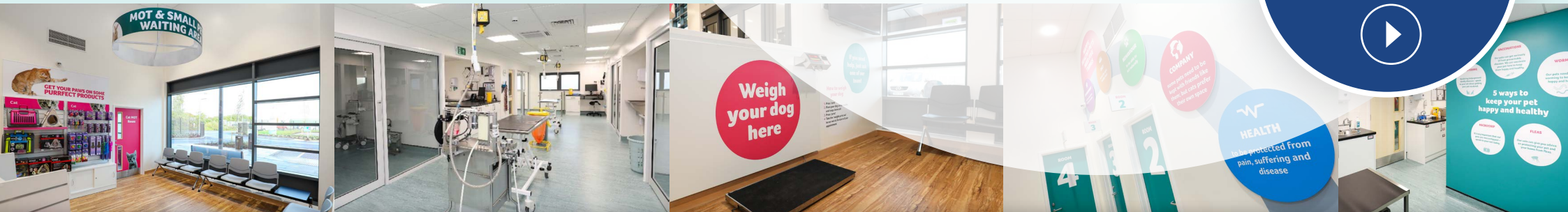
Manchester's Pet Wellbeing Centre was actually built to the same design as the Birmingham (Oldbury) PDSA Pet Hospital, The Marian and Christina Ionescu Centre of Surgical Excellence, which opened in 2015. This was the first of a new future-proofed design, purpose built to meet the needs of pets and their owners.

The city of Manchester is home to some of the UK's poorest communities: thousands of pet owners in the area struggle to afford veterinary care. At the chosen location in Gorton, we were able to bring our vets closer to more of Manchester's most vulnerable pets.

This facility featured PDSA's first ever, dedicated 'wellbeing' facilities, designed to help the local community provide everything their pets need to be happy and healthy. The new clinical suite enabled us to maintain our clinical standards, while improving efficiency in diagnosing and treating pets as quickly as possible. The centre also has one of the UK's busiest pet A&E services, providing life saving care to sick and injured pets.

Manchester's Pet Wellbeing Centre is an example of why our impact on pets' lives right across the UK is bigger than any other veterinary charity in the UK today.

Watch what this Pet Wellbeing Centre means to pets and their owners



Why the need for more fundraising?

This project's timeline has changed due to the disruption caused by the Covid-19 pandemic. The land for the Pet Wellbeing Centre was acquired in Spring 2021, with construction work beginning in Summer 2021. We are aiming for the facility to be fully open at the start of 2022.

£2.3m of the £3.7m budget has already been secured through gifts from private donors and support from players of People's Postcode Lottery. Along with the University of Nottingham, we've launched a campaign to complete the funding.



Costs to build the replacement Pet Wellbeing Centre

Land acquisition	£750,000
Construction fees	£145,000
Construction costs	£2,500,000
Medical equipment	£180,000
IT equipment	£50,000
Set up and moving costs	£75,000
TOTAL	£3,700,000
Remaining funds to raise	£1,400,000

If we raise more money than is needed for the build of the new Nottingham PDSA Pet Wellbeing Centre, we will spend any surplus funds wherever the need is greatest. Should our appeal not reach its full fundraising target, we would look to make up the shortfall by continuing to raise funds in other ways, and your donation will still go to the new centre in Nottingham.



Support from players of



How you can help people and pets in need

We're veterinary experts who care. But we can only provide our essential services with modern facilities and equipment. With full funding for the new Nottingham PDSA Pet Wellbeing Centre, we can transform the lives of thousands.

This is an opportunity to not only give something back to the Nottingham community, but also make a vital contribution to the veterinary community and our next generation of vets.

If you are interested in learning more and supporting our appeal, please contact us – we'd be delighted to discuss the project in more detail. Contributions of any size will be of great help to PDSA, worried pet owners and vulnerable pets across the Nottingham area.

PDSA is funded entirely by public support. Without the generosity of supporters like you we simply could not exist. Thank you for helping us save the lives of vulnerable pets across the UK.

*This publication includes photos taken before the Covid-19 pandemic. Everyone's safety remains our top priority, and government guidelines are followed at all times.

© The People's Dispensary for Sick Animals 05/21 Registered charity nos. 208217 & SC037585



Talk to us

And pledge your support for Nottingham's most vulnerable pets

Call **01952 797274**

Email **philanthropy@pdsa.org.uk**

Visit **www.pdsa.org.uk/philanthropy**

Are you a business that could support the appeal?

Call **01952 290999**

Email **corporate@pdsa.org.uk**

Visit **www.pdsa.org.uk/partnerships**

