



Rehoming & Fostering Client Charter

We appreciate every owner and their pets' needs are different, and we aim to support each person who uses our services in a way tailored to their situation. Whether you're looking to adopt a pet or horse from us or need help with a pet or horse in your care, we're here to support you.

Our four principles form the foundation of our relationships with clients:

1. Understanding the needs of our users and being as accessible as we can when you need us

- We treat every client as an individual and appreciate everyone has different needs when reaching out to us
- We work closely with our expert customer care team to answer enquiries via phone and email
- We keep our adoptions pages up to date with our pets and horses needing homes and offer information on our services on our website
- We keep our social and digital channels up to date and respond to client contact through these channels
- During opening hours we have friendly, knowledgeable reception teams at our rehoming centres to meet with clients and assist within our community
- We're here for people when they need us. We agree and stick to timeframes for our responses, so client expectations are both established and met.

2. Providing expertise and a service that promotes pet and horse welfare

- We're committed to ensuring our teams have up-to-date knowledge to care for our pets and horses. Team members join a learning week at the start of their Blue Cross career and complete our inhouse species knowledge learning modules. These are for everyone, in every role, so you can be assured we have the expertise to help you and your pet.
- We have pet and horse advice freely available to everyone via our website to help promote positive pet and horse ownership
- We work closely with other charities and stay up to date with sector knowledge
- We have our own welfare standards, including size requirements, which all of our pet housing – whether at our onsite facilities, in our foster homes or for someone applying to adopt a pet
- We support owners looking to rehome their pet or horse through our Home Direct service. This keeps their pet or horse in their home until a new home is found, helping them stay in a familiar setting and reducing stress of moving environments
- We have a behaviour advisor at every rehoming site to support our pets and horses. They provide guidance for our teams to best care for the pets and horses as well as supporting owners.
- We work closely with our behaviour and veterinary teams, as well as trusted professionals, to ensure our pets and horses receive the care they need.



3. Approaching every situation with a non-judgemental and empathetic view

- We listen to our clients without judgement and treat everyone with respect and fairness
- We're sensitive to clients' emotional states when they contact us needing help with a pet or horse in their care and aim to provide reassurance while helping them understand the options available to them
- We understand the excitement of looking to adopt a pet or horse, and we never decline an application based on pre-determined limitations if a pet or horse could be suitable for the home environment. We'll discuss situations further, where appropriate, to better understand whether the pet or horse applied for could be suitable.
- Misinformation about pet and horse care is rife. So we share our expertise throughout our client contact, helping clients understand how to provide the best care for their pet or horse.

4. Gathering feedback to improve our services

- We value our client feedback, and we review all our compliments and complaints to help continually improve our services
- We have Client Service Managers at every site to champion a positive experience for every client using our services
- If our service fails to meet expectations – whether clients' or our own – we will act quickly to investigate and resolve the situation to the best of our ability

In return we ask that you are patient and kind to our team members who are supporting you. We all strive to do our best for every person, pet and horse and it's a lot of responsibility on our shoulders. We will not tolerate abuse of our team. Please tell us when we do not meet your expectations so we can look into this.

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