

Celebrating ourpast, safeguarding ourfuture

150th Anniversary Year Annual Review 2010

Our 150 year history



he thousands of stray and starving dogs that roamed the streets of Victorian London faced a grim existence. Many homeless animals were routinely shot or beaten to death by the authorities

In the Autumn of 1860 a lady named Mary Tealby decided to do something to relieve what she called the 'very dreadful' situation. With her brother, a cleric, and some wellconnected friends she established 'The Temporary Home For Lost & Starving Dogs' The refuge opened in October that year and was based in stables in a small, back-street vard in Hollingworth Street in Holloway, north London. Dogs were kept for 'a reasonable time' then sold or 'given to any person who might require a useful dog, on promise of taking care of it'.

In its early days the Home was criticised and ridiculed by the press. The Times ran a lengthy leader article condemning the Home as 'ridiculous sentimentalism'. With money short and opposition great, the Home almost closed within its first year when its landlord threatened Mrs Tealby with eviction.

om October 1860. the Hollingsworth Street tables were taking in dogs of all shapes and sizes, as illustrated in one of the most famous Victorian images of the Dogs' Home, above, able D'Hote by John Charles Dollman

As the Home established itself it was able to produce an Annual Report. It listed the names of all contributors and the number of dogs taken in as well as appeals.

In August 1862 the Home received a much needed boost when Charles Dickens, pictured below, visited Holloway to write about the "canine vagrants" in his journal All The Year Round. His positive words drastically changed the public's view of the Home. Dickens was deeply affected by the poignant sights he saw during his visit to the Home





By 1870 the Home had outstaved its welcome in Holloway. The Home's first keeper, James Pavitt, was summoned to appear in court after complaints about the noise and smell from neighbours. The case was dismissed but the Home's Committee began looking for an alternative site. It eventually found one on open land adjacent to the railway line south of the Thames in Battersea for which it paid £1,500. The illustration above of the new Home in 1875, features what is believed to be James Pavitt and his daughter.

The Home's Annual Reports featured appeals for funds that tugged at the heartstrings as this example from the late 19th century below illustrates.

AND THE THE LAST MO STATEM AND





Queen Victoria and her husband Prince Albert pose with some of their many dogs at Windso Castle in the 1840s in a portrait, above, by Sir Edwin Landseer. In 1885 Queen Victoria sent a note to Battersea saying she would make an annual donation of £10. When the Home asked her to become official patron she agreed, delivering a Royal seal of approval. Queen Victoria took a keen interest in the Home and its affairs until her death in 1901

The Committee meetings of the 1880s were long and often heated affairs. Many of the principles they established remain in place today, including the rule that no dog will ever be turned away from the Home, dogs and cats become the property of the Home if they are not claimed within seven days and the strict code that no dog or cat will ever be sold for the purposes of experimentation or vivisection.

Victorian London's population of scavenging street cats also faced "being hunted and maltreated". In 1883 it was agreed to provide accommodation for them at Battersea. The first cattery, a purpose built space squeezed into one of the railway arches, was built thanks to a £500 donation from a Mr Barlow Kennett.



Outbreaks of rabies forced the Metropolitar Police to introduce drastic measures requiring all dogs to wear muzzles. Dogs without masks vere seized by Police officers and taken to Battersea. At one point in 1896, a seemingly endless stream of horse-drawn carts was delivering up to 232 dogs a day to Battersea.

At the height of the rabies emergencies in the space of just 50 days, between February 17th and April 9th, 1896 the Home took in a staggering 11,399 dogs. During this period Battersea's exercise areas became overrun with doas.

cope with the huge numbers of dogs being delivered to Battersea, a second ntry Home' was opened in Hackbridge, Surrey,

980s: New horizons

In September 1983 the Home received its two

and a half millionth canine admission, a dog

As the 1980s began, Battersea acquired a

school named Bell Mead, near Windsor.

residents. Bell Mead also generated

boarding kennels.

much-needed income by offering paid

new satellite Home - a kennel-maid training

As well as providing a home for Battersea's

Battersea has always been at the forefront

of animal care and welfare. In the 1980s it

pioneered a system which identified and

racked dogs via microchips containing the

to the pet's neck. The system was soon

pted widely for both dogs and cats.

During the 1980s. Battersea's first resident

and modernised the Home's clinic and

its veterinary practices.

vets Bill and Ruth Wadman-Taylor expanded

vner's contact details which was inserted

rather appropriately named Lucky



190s: Celebritv age



At the start of the 1990s Battersea was taking in 22,000 dogs and 800 cats a year. Space was at a premium. So in February 1990, the Home launched a unique appeal for £2 million to build an ambitious, multi-storey kennel block. The Tealby Building. Donors pledging £10,000 were promised kennels named after them, while smaller contributors got the opportunity to see their names placed on one of the building's 37,000 bricks.

The Home's quarterly magazine Paws was successfully launched in Autumn 1999. Celebrities from Sir Elton John to Lilv Allen have appeared on the cover of the magazine with their Battersea dogs.

e Queen became the first monarch to visit Battersea when she officially opene the Tealby Building in February 1991

In March 1998 the BBC approached the Home with a view to making a documentary TV series about life at Battersea. At its peak, seven million people tuned in each week to watch the 30 minute show. Three series were eventually made, running until 2002.

The BBC series provided a huge boost, dispelling many myths about the Home, attracting more donations and legacies and opening the public's eyes to the important role played by its staff and its army of unpaid volunteers in caring for dogs and cats.

30s: For richer, for poore



As other dog refuges came and went. Battersea's role in caring for London's strays remained vital. During the 1930s the Hackbridge country home was sold and a new branch was opened briefly at Bow, East London. It was closed after the Second World War.

The depression of the 1930s saw another rise in the number of doas being delivered to Battersea by owners who simply couldn't afford to keep them any longe



Battersea felt the economic impact of the depression too. As its finances came under renewed pressure, the Home became a registered charity in 1933. The move helped safeguard its future in the darker days that lav ahead.



Business as usual. When Britain declared war on Germany many Londoners panicked and abandoned their dogs.

out-hearted spirit" Edward Healey-Tutt the Secretary of the Home guided Battersea throughout the Second World War and beyond. Tutt slept in a paint shed at the Home during the Blitz and was badly injured by a German bomb ve refused to take leave until he was forced o by the Home's Committee. Against all the odds, the Home remained open hroughout the war years.

Despite the bombs, Battersea continued to offer homes to lost and stray dogs and cats. Its small population of kittens were blissfully unaware of the chaos unfolding around them

The BAE were among those who enlisted Battersea dogs for duty. One pack of 14 dogs, seven German Shepherds and seven Airedales, were requisitioned by a Nottingham air base where they worked as sentries and guard dogs. According to the RAF, they proved "very quick to learn their duties"

With the war over, families began rebuilding their lives - and returned to Battersea to find their four-legged companions.



The staff began to change too. Before the war. Battersea's yards and kennels had been an exclusively male preserve. As the 1950s got under way, however, the Home employed its first female van drivers.

Rebuilding Battersea after the war was a slow and expensive process. A new fleet of vans and a new lick of paint to the entrance building - were among the first and most tangible signs that the Home was ready to move on.

For a brief period during the 1950s Battersea's most famous resident was a fox, named Freddy. He was eventually handed over to the RAF who recruited him as a mascot.



960/70s: Changing of the guard

The Home marked its centenary in October 1960 and capitalised on the publicity and goodwill to begin the most ambitious building and redevelopment programme in its history.

In 1965, work was completed on a modern new entrance building, complete with living accommodation for its senior staff. It remained a familiar sight for Londoners until 2009 when it was demolished.

With more and more people living in cramped. high-rise flats and consumerism on the rise, the number of stray animals on London's streets rose dramatically. Dogs, in particular became disposable items.

In 1969, a record 576 abandoned pets were delivered to Battersea during Christmas week

After a century of male domination, the vards and kennels of Battersea welcomed their first kennel maids in the early 1970s.









As the new century began, the Home was given a new lease of life by architect Clough Williams-Ellis, creator of the idiosyncratic Italian-style Portmeirion village in Wales. His most flamboyant creation was a new accommodation block for cats above Since its opening in the early 1900s, Whittington Lodge has served as a cattery, a storeroom and a rest room for keepers. It is one of the Home's most distinctive landmarks and remains at the heart of the Home to this day

The lifting of the muzzling orders eased the pressure on the Home as the new century dawned. In 1900 the number of dogs dropped to a "mere" 17,000 a year. The number of cat arrivals, on the other hand, was on the increase, Bv1900, 500 cats a year were being housed at the Home. During this time the Home opened a twice-weekly out-patients clinic which attracted long lines of dog and cat owners eager to obtain "advice free of cost".



When a senior Army officer. Maior Richardson formed a special canine corps at the start of the First World War, many Battersea dogs were recruited, Lurchers, Airedales, Whippets and Collies were among those used as nessengers and guard dogs.





In the summer of 1914, large crowds visited the Hackbridge Home to catch a glimpse of the canine members of Ernest Shackleton's ambitious new Antarctic expedition. One member of staff, George Wyndoe, establishe such a rapport with the group of semi-wild Huskies and Husky crosses that Shackleton asked him to accompany the dogs all the way to Buenos Aires in Argentina from where the -fated expedition began.



With the nation in the depths of a depression the seven shillings and sixpence cost of the annual dog licence was beyond many Londoners. January 1st's 'Dog Licence Day' when the licence was due to be renewed would bring a queue of apprehensive owners ready to hand over their dogs. So in the 1920s the Home began buying dog licences for the poor who would "otherwise have been compelled to part with their dogs".

The end of the First World War heralded the beginning of a new, more commercially minded approach to running the Home. In 1922, the Home's annual report began carrying advertising





000s: 21st century Home

The pioneering National Lost Dogs & Cats Line was introduced in July 2000. The service used a special database which matched details of registered animals with reports of lost and ound cats and dogs from all over the UK. The service proved an instant success and by 2007 was reuniting 3,000 cats and dogs a ar with their owners

Cattersea: By 2005, society was once more changing with more cats than dogs now being taken on as pets. To reflect this - and its 120 years caring for feline as well as canine residents - Battersea finally became known a Battersea Dogs & Cats Home

Friends Reunited: Hundreds of forme Battersea dogs and their owners come to the Annual Reunion party held each September in neighbouring Battersea Park. The 2010 event was the 16th Annual Reunion.

Battersea's clinic has grown into one of the best equipped and well staffed in London with five vets and 25 nurses. Its highly-gualified staf conduct everything from major operations to routine dental work.

Battersea is constantly expanding and improving its facilities. In 2010, coinciding with the 150th anniversary of the Home, a multi-million pound new cattery complete with a new, state-of-the-art operating theatre for both dogs and cats was completed

We also published A Home of Their Own the story of 150 years of Battersea Dogs & Cats Home, with a foreword by our President, HRH Prince Michael of Kent GCVO.









Since its earliest days when Queen Victoria awarded Royal Patronage to what was then The Temporary Home for Lost and Starving Dogs, this charity and its determined group of staff and volunteers has fought for 150 years rescuing, reuniting and rehoming over three million lost, abandoned and starving dogs and cats. Battersea Dogs & Cats Home is now one of the most famous animal refuges in the world, known and loved by millions.

The Home's pledge of never turning away a dog or cat in need of its help remains as strong today as it did in 1860. As we celebrate the 150th year we also celebrate the tenacity and determination of its founder Mary Tealby and her small band of volunteers that saw the Home through some of the best and worst times including two World Wars.

We must be in no doubt that the same spirit endures in Battersea Dogs & Cats Home today, as has endured for 150 years and we can look forward to the next chapter in Battersea's rich history.

ELIZABETH R.





Welcome

2010 has been a very special 150th anniversary year for Battersea Dogs & Cats Home. It has been the perfect time to reflect proudly on the charity's illustrious history that has spanned the decades, ensuring that the much loved iconic brand of Battersea will always have a place in the nation's heart.

As we marked our 150 years with some memorable events, 2010 also gave us the opportunity to reflect on what the Home stands for and what we have achieved, in giving over three million dogs and cats a second chance in life.

It was time too to embrace the values that lie at the very heart of the charity. And it is with this strong sense of our heritage and our values that we look back on 2010, our anniversary year.

And what of our next 150 years? Our values stand the test of time and have helped us plan strategically, to ensure Battersea can go from strength to strength. As a much respected animal welfare charity, our views are increasingly sought at the highest level and our voice is heard in helping improve the lives of every kind of unwanted, abandoned or neglected dog or cat in our communities.

"Battersea has earned its place in history, as a haven for lost, unwanted and ill-treated animals; as an educator; and as a powerful and effective champion for those without a voice of their own" Heather Love – Chairman

"We look towards the future with energy, drive and determination; with realism about the challenges ahead and a clear and abiding belief in our work" Claire Horton – Chief Executive Officer

www.battersea.org.uk

Introduction fromthe Chairman

It's not every day a charity can rejoice in celebrating 150 years of its history and that is what has made 2010 so very memorable for Battersea Dogs & Cats Home. To be appointed Chairman of the charity, this year of all vears, has been a tremendous honour.



Battersea is a charity rich in heritage. And to earn our place in history, we've gone from humble roots in a disused stable yard in North London, to today's main site beside Battersea Power Station and two other sites in Old Windsor and Brands Hatch. We've survived World Wars, the Blitz and the Great Depression, and our dogs have been heroes in the First World War trenches through to the troubles in Afghanistan today.

2010 has seen us celebrate some historic milestones and none more so than on the eve of our 150th anniversary. We visited our founder Mary Tealby's grave to pay tribute to a very special woman who deserves our thanks and gratitude for establishing this wonderful charity in 1860.

So on behalf of our Trustees and everyone connected with Battersea today, I would like to take this opportunity to recognise and give heartfelt thanks to those who have gone before us, and taken in and cared for countless animals in desperate need of help.

Thanks go to our indomitable founder Mary Tealby, to Charles Dickens who so publicly supported our early work, to Her Majesty Queen Victoria - the first in a long line of Royal Patrons who have graciously endowed us with their patronage - to our esteemed President, HRH Prince Michael of Kent GCVO, to the many Trustees and Chairmen over the decades, including my predecessor Robin Bolton, who have led us stoically through some of the best and worst of times, and of course to the thousands of dedicated staff and volunteers who have made helping the animals at Battersea their life's work.

They have all shaped and protected our values and beliefs for a century and a half - and laid the foundations for our work over the next 150 years.

Acather

Heather Love Chairman

"Heartfelt thanks to those who have gone before us, and taken in and cared for countless animals in desperate need of help"

Chief **Executive's** Report

Battersea has embraced its increasingly important role as a respected campaigning voice. As Chief Executive, I'm privileged to be leading us on this journey, safeguarding and improving the life chances of the animals in our care.



"It costs £36,000 every day to look after the animals in our care"



When I arrived at Battersea in June 2010 to take up the position of Chief Executive I said I felt extremely privileged to be joining a world renowned and highly respected charity, especially at such an important time in its history. I would like to express my gratitude to my colleague, Howard Bridges, who did such an admirable job as interim Chief Executive for the first half of the year.

As we enter the next chapter in Battersea's illustrious history, we have made some important strategic decisions to steer the organisation forwards into a truly exciting future. It's a time for change, for realignment, for growth, for greater awareness, for energy and determination, and above all else for a real sense of belief that we are helping the animals in our care in every way we can.

As part of our 150th anniversary celebrations, we were thrilled that our friends at the Royal Mail chose Battersea for a full set of limited edition commemorative stamps in March, featuring some of our dogs and cats. Celebrations continued in July when we published A Home of Their Own which beautifully portrayed the full 150 year history of the Home and how the treatment of dogs and cats has evolved from Victorian times to the present day. This was swiftly followed by a set of children's story books now being sold through shops and booksellers nationwide.

For our anniversary year our fundraising included our Collars & Coats Gala Ball, held in the iconic setting of Battersea Power Station, in the presence of our President, HRH Prince Michael of Kent GCVO, and distinguished guests including celebrities from the stage, media and sport. And making our anniversary even more special, 127 years after we started taking unwanted cats into our care, we were delighted to welcome HRH the Duchess of Cornwall to open our brand new state-of-the-art Cattery at our London site in October. Spearheaded by Howard Bridges, the £5 million Cattery was completed ahead of schedule and 10% below budget.

2010 was a really exciting time for Battersea. Our 150th anniversary gave us the opportunity to celebrate our glorious past and it was also a year of change when, in many ways, we stepped out from behind the dog kennels to reveal a much

loved national institution that has truly found its voice, speaking out on the important animal welfare issues of the day and whose views are not only respected but indeed sought.

An important turning point came in August when we took the decision to speak out about the significant increase in stray dogs on Britain's streets, particularly Staffordshire Bull Terriers and other bull cross breeds. Our leading participation in BBC Television's Panorama programme was a watershed for us. We decided to 'tell it how it is' and talk about the reality that faces so many animal rescues in this country today with so many badly abused and damaged dogs coming through our doors. Many of these animals have been used to fight and trained to attack other dogs and sometimes people: many have been beaten and hurt. Sometimes these animals have been so badly treated that even we struggle to rehabilitate them despite our very experienced and caring staff and volunteers. Sadly, some of these dogs are simply either too badly injured or just too dangerous to responsibly rehome, and the last kindness we can show them is to put them to sleep.

Panorama made for uncomfortable viewing at times, but showing the nation the reality of the issue and how Battersea works day in and day out, on the front line, had a positive impact on the Home. It helped raise public awareness to the plight of those abandoned and unwanted animals on our streets and opened the door to those in positions of power at Westminster. We are now working much more closely with Government and key policy makers on all major animal welfare issues. We are tackling the problems at source and we remain champions for all those animals that need us.

Battersea is a charity that relies 100% on donations and receives no Government funding. And yet I am proud to report that 2010 saw us prioritise and increase our community engagement and social outreach programmes and partnerships, to help tackle the problems of irresponsible pet ownership at source. Many challenges lie ahead that require sound strategic decisions to best position us for our next 150 years. How do we steer the charity through these harsh economic times when it costs £36,000 every day to look after the animals in our care? We need to find many more new homes for our animals – with 19 new dogs and 7 cats coming in every single day, we always have more animals than we have homes for.

We are making tremendous progress in maximising our exposure to a wider audience and increasing our profile so that people think of Battersea first when seeking to rehome an animal or leave a gift or donation. But our biggest and most urgent challenge by far is the need to replace some of the very old Victorian kennels at our Battersea site, as they are so desperately in need of upgrading. So as we look ahead to 2011 and beyond, we are preparing to launch the most ambitious appeal ever in our 150 year history. I hope you can join us on our journey.

Claire Horton Chief Executive Officer



Wecare passionately about the welfare of dogs andcats

"As soon as you come within sight of them some twenty or thirty dogs of every conceivable breed rush towards the bars and, flattening their poor snouts against the wires, ask in their own peculiar and most forcible language whether vou are their master come at last to claim them." **Charles Dickens**



In 2010 Battersea cared for 9,659 lost, abandoned and neglected dogs and cats, giving them a lifeline, a second chance in life. Without us they would have had nowhere else to go.

We work with London boroughs and many more outside the capital, far beyond the M25 motorway, to make sure that every dog and cat we take in has the best chance of a happy ending in a new home. In 2009 74% of our dogs and 47% of our cats came to us having been lost or abandoned. So in 2010 we encouraged local authorities to keep any dogs or cats they found within their borough for at least the first 72 hours, as this crucial period is when there's the best chance that an animal will be reunited with its owner

We put every effort into trying to achieve such reunions, so when we are given stray animals we continue to search for their original owners through our Lost Dogs & Cats Line. In 2010 this service received 14,126 lost and found reports and was able to reunite 1,392 dogs and cats with their owners.

For rescue centres such as Battersea to successfully reunite owners with their lost pet, it makes a huge difference if they have taken the responsible step of getting their animal microchipped with up to date contact details. However 2010 saw 68% of dogs and 83% of cats arriving at the Home unregistered, with no means of identification. This is why Battersea supports the introduction of compulsory microchipping and makes sure every single animal that leaves us has been chipped.

Battersea stands out because of our passion to make a difference and our willingness to accept any kind of dog through our doors and try our best to help them. Unfortunately, by the time some dogs reach us it's simply too late. Those are some of the dogs that have been beaten, threatened, neglected, intimidated or deliberately used and trained for fighting. So every day, perhaps more than at other animal rescue centres, Battersea has to deal with the consequences of cases of appalling, irresponsible ownership.

We have to make many difficult decisions, which were brought into sharp focus when we spoke out in the BBC Panorama documentary. These decisions are never taken lightly, and always follow a stringent assessment process by our team of experts. Tackling such issues is the top priority for Battersea's campaigning team.

Microchipping is a very simple and painless procedure (they are usually inserted below the skin at the back of the neck). If an animal is lost, the Local Animal Welfare team can quickly scan for a chip and renite them with their owner without having to admit them to Battersea.





Peak season

Kitten season may sound delightful, but it is actually a time of intense concern for animal welfare charities like Battersea as the number of pregnant mums, newborns and young kittens rises dramatically. It's during the months from May to October when our kitten intake is at its highest – there can be upwards of 60 kittens at any one time being cared for by the Home or out on foster. We urge all cat owners to have their pets neutered, so there are fewer abandoned and unwanted mums and babies needing our help – and a new home. During the May to October period in 2010, 345 kittens under three months were rehomed, 78% of the year's total of 443.



Wetreatall animals with humanity and dignity

"The worst sin toward our fellow creatures is not to hate them. but to be indifferent to them; that's the essence of humanity." **George Bernard Shaw**



Battersea provides the highest possible standard of care to the animals we look after and we always aim to offer our dogs and cats the freedom to express their normal behaviour. Naturally, a kennel is not a 'normal' setting for any animal and so we work very hard to give them the stimulation, environment and care they need to make this possible.

Our vision is to replace and improve our existing kennels – some dating back to the Victorian era – with facilities fit for the 21st century, and able to give our dogs the best-possible environment for their journey through Battersea. The replacement programme will be backed by our most ambitious appeal ever, to be launched in late 2011

In 2010 our teams of Animal Welfare Assistants, Behaviourists, Rehomers, Clinic Staff and Volunteers spent over 630,000 hours providing this care.

Because we don't restrict the types of dogs we take in, the animals we see have an incredibly diverse and sometimes challenging range of behavioral issues. Our specialists help the animals from the moment they come through our gates, to give each and every one the best chance of being rehomed. Sometimes this may mean a small adjustment to their exercise routine or it could be a full training programme that can last for months. Battersea sets no limits on how long this work takes and we give every animal as much time as it needs.

We must also ensure that the physical environments our animals experience are suitable. In October 2010 when HRH the Duchess of Cornwall opened our new state-of-the-art cattery, every aspect of the building had been designed with animal welfare in mind. From the isolated air systems for stopping the spread of disease, to each cat having its own window to look out of, every feature has been carefully planned to ensure that our 'residents' are as comfortable as possible.

The large, well-lit pens have given the cats more space to explore and allowed them to be increasingly confident and relaxed from the moment they arrive with us. Their new environment has had an immediate and positive impact as they display their true character more guickly. This has meant that our rehoming rates increased by almost 30% since the opening of the cattery.

As well as behavioral issues, many of our animals have medical problems which must be treated urgently before they can be rehomed. In 2010 the Clinic at our iconic London site underwent a major redevelopment and reopened, in tandem with the cattery, as a Royal College of Veterinary Surgeons (RCVS) approved facility. According to the RCVS we offer a "superb veterinary environment". In fact Battersea's clinic is so well respected in the wider veterinary community that it was selected to participate in a ground breaking study on feline heart disease, in partnership with the Royal Veterinary College, throughout 2010.

In 2010 our veterinary staff in the London clinic performed close to 15 operations a day and this number continues to increase thanks to the new London facilities and placing a full time vet at our Old Windsor site.

"The recently upgraded facilities provide a superb veterinary environment and the team have worked hard to ensure all aspects of the standards are covered. Well done everyone." **Royal College of Veterinary Surgeons**







hours spent by staff and volunteers caring for our dogs and cats in 2010



increase in rehoming rates since the opening of the cattery



Our new cattery Her Royal Highness the Duchess of Cornwall opened our new state-of-the-art cattery in October 2010.



Studies have shown that classical music has a calming effect on dogs in kennels so we play this to the dogs for a few hours each day and sometimes through the night.



Thoughtful care

When Boo came to us he got extremely overexcited and boisterous when playing with toys and would become unresponsive afterwards. This stressed him out in his kennel so much that he stopped eating. To solve the problem our experts turned his eating schedule into a fun challenge. By hiding his food inside various interactive toys, Boo would be encouraged into eating. This clever programme saved Boo in the nick of time. He coped better in his kennel and was finally rehomed with his new owner and her son.

We never put a limit on the lengthoftime adogorcat can stay with us whilst we finditanew home

"Old dogs, like old shoes, are comfortable. They might be a bit out of shape and a little worn around the edges, but they fit well." **Bonnie Wilcox**



Battersea's rehoming team works tirelessly to make sure that every animal they deal with goes to be part of a loving new home. Inevitably, to ensure the right match, our rehoming process is very careful and thorough. Every dog and cat we have is fully assessed by our experts so we understand their personality and what sort of environment will suit them best.

Each person or family that applies to rehome one of our animals goes through a very similar process. As part of a 'dogay dating' stage, we get to understand our would-be rehomer's personality and, most importantly, what kind of animal will suit their lifestyle. This can depend on many factors and we try to be as flexible as we can in accommodating all sorts of circumstances.

The average stay of our dogs and cats is only 30 days, including a stray dog's initial seven days with us when by law their original owners can come to claim them and the animal is not yet available for a possible new owner. In 2010 we saw 76,823 visitors to our three rehoming sites, which is less than the previous year. This is a sign of the times, because more and more people choose to make up their mind by viewing the animals on our website first before visiting the Home. We still rehome an animal for every 16 people who visit us, which works out as four per hour during our rehoming times.

Throughout 2010 we saw a significant increase in the number of rehoming applications coming from well outside our traditional catchment area. The internet recognises no geographical boundaries and almost 50% of rehoming enguiries now come through the Battersea website. This has helped us increase our geographical reach. In 2010 we rehomed 1,718 dogs and cats to homes outside of the M25 and in 2010 we rehomed animals across the whole of the UK, including as far afield as Jersey, St Austell, the Isle of Man, Llandudno and Inverness

Because Battersea welcomes all kinds of dogs through its doors, not every animal we receive is suitable to be rehomed to members of the public but there can still be a happy ending. These dogs are usually breeds that require lots of stimulation and exercise, so Battersea works in partnership with a wide range of organisations to rehome them as working dogs. In 2010 some of our ex-residents were recruited to work with the police, the security services, as emergency rescue dogs – and one has even served in Afghanistan.

We also work in partnership with specialist breed rescues across the country. In 2010 close to 200 dogs were rehomed through the working dog or breed rescue routes. We work with assistance dog charities Hearing Dogs for Deaf People, Canine Partners and Dogs for the Disabled, and a number of former Battersea dogs are now trained assistance dogs. RAF Police and British Army dog handlers/trainers also work with our dogs. And an ex-Battersea border collie is a trained search and rescue dog in the Lakes.





In 2010 she found 545 cats a new, loving home. Ros says the key to creating such happy endings is understanding what is best for both the animal and the family or individual. "We get so many different types of cats and dogs at Battersea but every one has its own personality and character. The same goes for people interested in rehoming as they have their own quirks too. Our job is to work out who will make each other happiest."

NO. REHOMER

The Rehoming process...











30_{days} is the average stay of our dogs and cats

















- Visit one of our sites - Choose from a shortlist of animals Rehoming team will check suitability and help inform your choice Final medical check
Additional information to help settle your pet into its new home
After sales follow-up and support

We never put ananimalto sleep unless thereare significant medicalor temperament reasons which mean it is unlikely ever to be safely rehomed

In August 2010, in a watershed moment for the charity, Battersea was the leading participant in an edition of BBC Television's Panorama programme, which highlighted the plight of Britain's increasing number of stray dogs and the high numbers of dogs that local authorities and recue organisations were having to put down.

Often, it's simply too late to be able to help many of these dogs. Some have suffered such severe injuries and abuse that they have to be put to sleep. Some have been trained to attack other dogs and are just too much of a danger to re-home back in the community.

Panorama made for uncomfortable viewing but it also helped raise public awareness of the plight of such animals, and our involvement helped position us so that we have gained even better access to Government Ministers and key policymakers. We're working to stop so many dogs being treated in this way. So 2010 has not only been a year when the Home celebrated its 150 year history, it has also seen the charity truly find its voice as a champion for all dogs both inside and outside the home, responding to an important Government consultation on Dangerous Dogs and engaging directly with the capital's leaders. With aspirations replaced by strategies and plans, 2010 has also seen us working much more closely with like-minded charities to tackle these welfare issues and campaign for new dog control legislation that will help protect the public and promote responsible ownership.

Our education work is more focused on communicating these messages in some of the most challenging communities where there is the greatest need. We are already significantly increasing our involvement with initiatives such as the People With Dogs Project, working alongside local government, the Metropolitan Police, the RSPCA and the Blue Cross. In 2010 we gave 167 talks to 6,381 people, organised 10 community engagement events across the capital and carried out 76 training hours on responsible ownership.

2011 will see such vital community engagement work increase further. We believe it is through this important public affairs and engagement work, effectively promoted, that Battersea can raise awareness and really make a difference for the animals that come through our doors.

"Beauty without Vanity. Strength without Insolence, **Courage without Ferocity** And all the Virtues of Man without his Vices." Lord Byron

Britain's Unwanted Pets Battersea's website saw a 198% increase in visitors after our participation in the hard hitting Panorama report, 'Britain's Unwanted Pets'





When 14 year old Londoner Dean first visited Battersea he had recently been excluded from school. Dean told his social worker that he'd always liked dogs and wanted to learn more about them. After spending time with our Dean has made great progress and is now aiming for a career in animal welfare.

is helping to make a vital difference to the lives of people and their dogs" **Amy Watson, Education Officer**



our talks about responsible pet ownership



Wevalueour staffand volunteers

"Properly trained, a man can be dog's best friend." Corey Ford





Battersea believes our staff and volunteers are our most important asset. And for many, working and volunteering at Battersea is above all else a vocation.

We are blessed with staff that have worked for the Home for many years and 2010 saw us celebrate and reward 10 staff who have achieved 10 years service and two with a fantastic 20 years service. And, in our anniversary year, volunteers who had been with the Home for over 10 years or had donated the most number of hours to Battersea in 2010 were awarded commemorative framed pictures.

For much of 2010 we have been considering how our work within the Home should best fit within a new strategic vision. So we asked our staff and volunteers whether we could organise ourselves more efficiently, to help improve the all-important journey through the Home taken by the animals in our care. It's important to challenge ourselves about what we do, who does it, how we go about it and whether it could be done better. In 2010 a Strategic Review got under way and has been tackled in various stages. All activities in the home throughout 2010 were reviewed including fundraising, communication, engaging with wider audiences, working with other organisations, community engagement and profile raising. At the end of 2010 the operations were reviewed with work on this being completed in 2011.

In 2010 we have ensured staff were able to undertake training for their role, including animal-related training, customer care, dog body language, dog handling techniques, kennel enrichment knowledge, as well as continuous professional development for Veterinary Nurses, Animal Welfare and Student Vet Nurses.

The year also saw us invite a greater number of volunteers to get involved in different areas of the Home as well as animal welfare. Consequently, volunteers used their skills in our Fundraising, Finance, IT, Behaviour and Customer Services teams.

We also introduced opportunities for our volunteers to work in the demanding Intake area at our London site, where the animals first arrive at the Home. Previously, volunteers had been restricted to the rehoming areas of our work, as it was believed the first few hours and days of a dog's entry into the Home, when it is most confused, stressed or scared, may present a greater risk to the safety of our volunteers. Many volunteers have significant animal handling skills, and volunteers were provided with additional training, then invited to help socialise and de-stress the dogs that have just arrived at the Home.

It is too easy to generalise that in our society fewer people choose to volunteer their time and efforts for a cause they believe in. However at Battersea, where we help thousands of unwanted and neglected animals, we have many skilled people who want to volunteer and help us achieve our goals. In 2010 Battersea had 324 staff and 398 volunteers across our three sites. The relationship between our staff and volunteers is a very important one and together they remain the life blood of the Home.



Multi-skilled volunteers Our volunteers are now involved in other areas of the Home as well as animal welfare.





members of staff and



volunteers across our three sites

volunteer Dog Walker & Specialist Breed Handler

Volunteer Cat Welfare & Socialiser

Our Battersea family

Our ever-changing family of cats and dogs are cared for, supported and loved throughout their Battersea journey by the dedicated team of staff and volunteers who work at our three sites. Battersea is our home too. We are all part of Battersea, welcoming animals in need into our care and campaigning for their rights - here is a snapshot of who we are.

And Internet in the

Volunteers We have almost 400 volunteers working for us, using their time and skills to support teams like intake, rehoming, socialising rehoming, socialising, fundraising and even IT.

145

Fundraising We depend on the generosity of our valued supporters and the efforts of our fundraisers, who organise and deliver everything from 'tin rattling' to the prestigious Collars & Coats Ball.

Animal Welfare Assistants Animal Welfare Assistants The day-to-day care and comfort of our dogs and cats is so important for their welfare, and keeping them all safe and sound is the mission of our animal welfare assistants.

Behaviourists Behaviourists We assess arrivals, working on behaviour and temperament to ensure every animal has the best chance of finding a new home. We also answer calls to the Behaviour Advice Line – over 1,764 a year. -

Communications We promote our cause to the outside world through awareness raising and influencing, community influencing, community engagement and the media.

Veterinary Our vets and nurses treat dogs and cats at our Battersea sites, and they also do valuable work in disease prevention and promoting animal health and welfare.

17

10

Customer Services Our staff provide a welcoming, accessible and efficient service to all our visitors and callers.

Support Services These are the people who provide the essential functions – like IT, Estates & Facilities and Human Resources – which enable frontline staff to help dogs and cats in need and promote responsible pet ownership.

100

Finance As a charity, we need to spend our money wisely, and be able to account for every penny. Our finance professionals are responsible for making sure the books balance.

Rehoming Reception

Chief Executive Our Chief Executive drives strategic and operational development, business planning and income generation.

Rehomers

Rehomers Our rehomers perform a vital role matching Battersea's dogs and cats with their new families. They take into account breed, behaviour and temperament to find the perfect union.

Trustees

Trustees There are 11 members of our Council of Trustees, responsible for setting the strategic direction of the Home and monitoring how we're doing in meeting our objectives.

We value the continuing relationships withallour supporters and stakeholders

"A dog doesn't care if you're rich or poor, big or small, young or old. To a dog, you are the greatest, the smartest, the nicest human being who was ever born. You are his friend and protector." Louis Sabin



Battersea's 150th anniversary offered us the perfect opportunity to put the Home firmly in the national spotlight. The anniversary captured the imagination of not only our loyal supporters but also many potential new supporters and audiences. For a century and a half the Home has offered a unique insight into the nation's social history, seen through the doors of our kennels. Consequently 2010 saw us step up our efforts to raise awareness of our past achievements and look to the future for new opportunities.

Towards the end of the year we embarked on a major fundraising drive, going door-to-door across the UK to meet you and seek your support. We ran Battersea's first raffle mailing which generated close to £70,000 in funds and we also launched a new legacy fundraising campaign.

We are most grateful to all of our supporters, who give so generously, and sometimes very pleasantly surprised to hear how they have chosen to support the work of Battersea in extraordinary ways. A little girl named Keira Fabris asked her family and friends not to give her any presents for her 6th birthday, only donations for the animals, and she raised an amazing £520 for Battersea through her justgiving page. And Colin Wood was running the 2010 London Marathon for Battersea but collapsed near the finish. When the support services told him he could not finish, he persuaded them to help him limp over the last half mile.

The most high profile fundraising initiative we undertook in 2010 was undoubtedly the Collars & Coats 150th Anniversary Gala Ball in November. The red carpet event, staged inside the iconic Battersea Power Station, attracted an incredible quest list including many household names who all had one thing in common – a love for our dogs and cats and a desire to help make their lives better. Our kennel dogs stole the show, forming a long Guard of Honour to welcome guests to the Ball. The event helped boost the charity's national and international profile, with BBC Television in particular broadcasting live every hour from dawn to dusk.

What 2010 also revealed was the extent to which Battersea is loved. Alongside the support from red carpet guests and over 5,000 well wishers at our Annual Reunion event in Battersea Park, we also treasure our contact with individuals such as David John Eley, a Life Member of Battersea for 23 years. We met David at a special service at the Animal War Memorial in London on Remembrance Day, to highlight the remarkable work of animals in the armed forces through the decades. His unquestioning support for what we do at the Home was most heartening and appreciated.

Battersea has ambitious plans for the future, to raise awareness and support for the next 150 years. How we achieve that is changing too, as we no longer shy away from speaking out on key issues that really matter. Our lead participation in the BBC Panorama, 'Britain's Unwanted Pets', on the high numbers of stray, abandoned and abused dogs that come through our doors, has brought new found respect and support for the Home. Following the programme, we saw a marked increase in rehoming and neutering enquiries, our website increased in visitors by 198% overnight and achieved an overall increase in popularity of 23% from 2009. Without our supporters Battersea would simply not exist. We continue to be completely reliant upon the generosity of the public and for that we are most grateful.

David John Eley – Life Member When David John Eley wrote to Battersea in 1988 asking how he could support the Home, it was suggested he could become a Life Member and David has been one of our most loyal supporters ever since. In spite of being 75% deaf and having double vision from birth, David has taken part in many sponsored walks for us over the years. A true dog lover, David describes us as his "number one charity". Thank you David – and to all those who so tirelessly fundraise for the dogs and cats of Battersea.

Keira Fabris Keira Fabris asked her family and friends not to give her any presents for her 6th birthday,

She raised £520.

only donations for the animals.

www.battersea.org.uk

Thank you Mrs Iris Burridge

Mrs Iris Burridge of Bexley in Kent left her estate to the Home when she passed away in 2010. Following the death of her husband, Mrs Burridge lived alone with her dog Badger. When she died, we took in Badger, gave him medical treatment and cared for him until we found him a new and loving home.

"We are enormously grateful to our supporters who choose to remember Battersea in their Will. Their gifts are such an important boost to the Home, and a lasting testament to their support."



Weprovide careful stewardship ofour resources

"I am sometimes asked "Why do you spend so much of your time and money talking about kindness to animals when there is so much cruelty to men?" I answer: "I am working at the roots." George Thorndike Angell



Overall the amount of income Battersea received in 2010 changed little from the final figure achieved in 2009. 78% came from legacies and individual donations, however this income, and our savings and investments, have inevitably been affected by the continued downturn in the UK economy.

Battersea is fortunate to have many valued supporters who remember us in their Wills and the number of legacies we received in 2010 was 296, an increase on 2009. Legacy income held up well at £8.6 million, despite falling stocks and shares and property values, that make up the value of most estates. And to help support our legacy income further, in 2010 we began our first direct marketing campaign, asking supporters to consider the Home in their Wills.

In order to safeguard the future of Battersea, we made the decision in this our historic 150th year, to further diversify the way we raise the funds we need to look after our dogs and cats. For the first time, we talked to individuals across the country, asking them to consider helping us care for our four-legged residents by giving a regular gift. This is why our spending on raising donations increased throughout 2010. We know that these new supporters will continue to help us for years to come. Encouragingly, we saw an increase in income from donations and wider fundraising initiatives of £337,000.

We've also been investing more funds than ever before in caring for our dogs and cats. In 2010 we spent £11.8 million looking after our animals, that's £658,000 more than in 2009.

And we are really proud to say that for every pound donated to Battersea, 80p is spent directly on looking after the animals in our care and 9p on campaigning for their rights. The rest is spent making sure that we can continue caring for animals for the next 150 years.



Total cost per day to look after a dog



Average cost of each cat's stay at Battersea



Cost per week on every animal for medical treatment

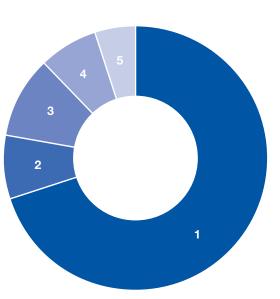


Incom Legacie Donatio Investm Special Rehomi

Total in

Expen Care of Campa Raising Governa

Total ex



Income

1) Legacies 70% 2) Donations 8% 3) Investment income 10% 4) Special fundraising events 7% 5) Rehoming and claim fees 5%

This information is taken from our fully audited

accounts. You can get a

copy of these by writing

4 Battersea Park Road. London SW8 4AA.

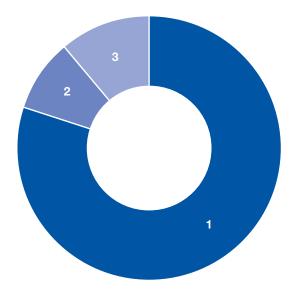
to the Company Secretary,

Battersea Dogs & Cats Home

in every £1 is spent directly on caring and campaigning for our animals

	2010 £	2009 £
ne		
ies	8,574,972	8,770,065
ons	925,841	897,918
ment income	1,190,808	1,322,293
al fundraising events	868,868	556,734
ning and claim fees	607,171	690,109
ncome	12,167,660	12,237,119
	2010 £	2009 £
nditure		
f cats and dogs	11,850,180	11,194,097
aigning and awareness	1,326,480	1,291,165
g funds and recruiting supporters	1,643,679	920,408
nance	26,202	128,856





Expenditure £14,846,541

- 1) Care of cats and dogs 80%
- 2) Campaigning and awareness 9%
- 3) Raising funds and recruiting supporters 11%
- Governance (less than) 0.2%

Who's coming into the Home

Dogs	Breeds	Cross Breeds	Total
Afghan Hound	1	0	1
Akita	26	22	48
Alaskan Malamute	7	3	10
Anatolian Shepherd Dog	8	0	8
Australian Kelpie	1	1	2
Basset Grif V: Petit	0	1	<u>2</u> 1
Basset Hound	6	1	7
Beagle	10	7	17
Beauceron	0	1	1
Belgian Shepherd Dog	0	3	3
Bichon Frise	15	2	17
Boxer	22	33	55
Bulldog	14	6	20
Bulldog: American	52	63	115
Bulldog: French	1	0	1
Canary Dog	8	3	11
Cane Corso	7	8	15
Chihuahua: Long Hair	5	2	7
Chihuahua: Smooth Hair	1	15	16
Chinese Crested Dog	1	1	2
Chow Chow	2	2	4
Collie: Bearded	0	3	3
Collie: Border	62	71	133
Collie: Rough	0	1	1
Corgi Welsh: Cardigan	0	1	1
Corgi Welsh: Pembroke	0	3	1 3 1
Dachshund: Min Smooth Hair	1	0	
Dachshund: Min Wire Hair	1	0	1

I	Dogs	Breeds	Cross Breeds	Total
	Dachshund: Std Long Hair	3	0	3
3	Dachshund: Std Smooth Hair	0	2	2
)	Dalmatian	5	0	2 5
3	Deerhound	0	1	1
2	Dobermann	22	8	30
	Dogue de Bordeaux	15	11	26
	Foxhound	0	1	1
	German Shepherd Dog	148	56	204
	Great Dane	4	2	6
3	Greyhound	17	2	19
	Hungarian Vizla	0	1	1
)	Irish Wolfhound	1	1	2
)	Labradoodle	6	1	7
5	Lhasa Apso	6	3	9
	Lurcher	8	123	131
	Maremma	1	0	1
þ	Mastiff: Bull	38	133	171
	Mastiff: Neapolitan	0	2	2
5	Mastiff: Old English	4	9	13
	Miniature Pinscher	4	0	4
ŀ	Mongrel	15	707	722
3	Newfoundland	2	0	2
3	Northern Inuit	0	1	1
	Old English Sheepdog	1	0	1
	Pointer: English	1	0	1
3	Pointer: German Short Hair	2	1	3
	Pomeranian	4	7	11
	Poodle: Miniature	5	4	9

Dogs	Breeds	Cross Breeds	Total
Poodle: Standard	0	3	3
Poodle: Toy	3	0	3
Pug	5	8	13
Pyrenean Mountain Dog	1	0	1
Retriever: Flat-coated	0	2	2
Retriever: Golden	15	0	15
Retriever: Labrador	97	75	172
Retriever: Nova Scotia Duck To	olling 1	0	1
Rhodesian Ridgeback	3	16	19
Rottweiler	155	65	220
Saluki	4	6	10
Samoyed	3	1	4
Schnauzer: Miniature	3	1	4
Schnauzer: Standard	1	1	2
Setter: Red	1	0	1
Shar Pei	24	6	30
Shiba Inu	0	2	2
Shih Tzu	31	13	44
Siberian Husky	30	13	43
Spaniel: Brittany	2	0	2
Spaniel: Cavalier KC	26	4	30
Spaniel: English Cocker	47	3	50
Spaniel: English Springer	29	5	34
Spaniel: Field	1	0	1
Spaniel: King Charles	1	1	2
Spaniel: Tibetan	1	1	2
Spitz: German	6	5	11
St Bernard	4	1	5

Dogs	Breeds	Cross Breeds	Total	Cats	Breeds	Cross Breeds	Total
Terrier: Bedlington	4	3	7	Abyssinian	1	1	2
Terrier: Border	12	17	29	Bengal	12	6	18
Terrier: Cairn	6	6	12	Birman	7	0	7
Terrier: English Bull	43	34	77	British Blue	1	0	1
Terrier: Fox Smooth Hair	1	0	1	British Bombay	1	0	1
Terrier: Fox Wire Hair	0	2	2	British Shorthair	1	6	7
Terrier: Jack Russell	303	210	513	Burmese	4	1	5
Terrier: Lakeland	1	7	8	Burmilla	1	0	1
Terrier: Maltese	1	1	2	Domestic Long Hair	3	99	102
Terrier: Manchester	2	0	2	Domestic Medium Hair	9	230	239
Terrier: Norfolk	2	2	4	Domestic Short Hair	78	2,022	2,100
Terrier: Norwich	0	2	2	Exotic Short Hair	2	4	6
Terrier: Parson Russell	7	3	10	Maine Coon	2	3	5
Terrier: Patterdale	25	17	42	Norwegian Forest	0	1	1
Terrier: Pit Bull	147	7	154	Oriental Short Hair	4	2	6
Terrier: Soft-coated Wheaten	1	0	1	Persian	12	10	22
Terrier: Staff Bull/Staff Bull Cross	1,505	967	2,472	Ragdoll	11	0	11
Terrier: Tibetan	1	0	1	Russian Blue	1	0	1
Terrier: Welsh	0	2	2	Selkirk Rex	2	0	2
Terrier: West Highland White	30	2	32	Siamese	9	2	11
Terrier: Yorkshire	86	24	110	Singapura	0	1	1
Tervueren	1	0	1	Snowshoe	0	1	1
Weimaraner	13	1	14	Tiffanie	1	0	1
Welsh Sheepdog	0	2	2	Tonkinese	1	0	1
Whippet	6	2	8	Turkish Angora	1	0	1
Total Dogs	3,254	2,872	6,126	Turkish Van	2	1	3
				Total Cats	166	2,390	2,556



The eager, intelligent face of the Staffie (and Staffie Cross) is by far the most regular sight at our doors - over 40% of all canine intake in 2010. And because the Staffie can't easily 'buddy up' with another dog in our kennels, this actually has the effect of reducing our capacity. Next is the Mongrel, followed by the Jack Russell Terrier. But 108 breeds and the Mongrel are represented on our intake roster of 6,126 dogs.

Of the 2,552 cats who found themselves in need of Battersea's help in 2010, the Domestic Short Hair was the most common arrival.

In total, we cared for 9,659 dogs and cats in 2010. This figure includes those cats and dogs who were with us at the beginning of the year, and those we reunited with their owners off-site, through our Lost Dogs & Cats Line.

Who's Who

Patron Her Majesty the Queen

President His Royal Highness Prince Michael of Kent GCVO

Vice-Presidents The Earl of Buchan Lt Col Duncan Green John Hoerner

Lady Patroness HSH Princess Antoinette of Monaco*

Council of Trustees Heather Love Chairman

Bradley Viner Vice Chairman

Brian Dunk Honorary Treasurer

- Gwen Bailey Robin Bolton Susie Briscoe Amanda Burton Wendy Deller Anne Moir Anne Montgomery Matthew Pead The Mayor of Wandsworth (ex-officio) The Metropolitan Police Commissioner (ex-officio)
- * Sadly our Lady Patroness, HSH Princess Antoinette of Monaco passed away on 18th March 2011

Directors

Howard Bridges (interim from November 2009) Claire Horton (from June 2010) Chief Executive

Howard Bridges Deputy Chief Executive Director of Estates and Facilities

Clare McCullough Director of Finance

Claire Filby (interim from July 2009) Dee McIntosh (from September 2010) Director of Communications

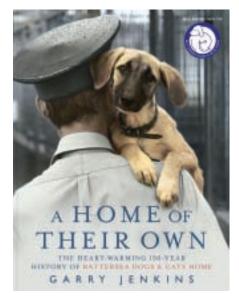
Jon Bodenham (interim from August 2009) Liz Tait (from September 2010) Director of Fundraising

Carola Nunns Director of Human Resources

Laura Jenkins Director of Operations, Animal Welfare

Scott Craddock Director of Operations, Customer Services

Shaun Opperman Director of Veterinary Services



Our President HRH Prince Michael of Kent GCVO wrote the foreword for our 150th anniversary book, A Home of Their Own, published by Bantam Press. We are very grateful for the wonderful ongoing support His Royal Highness gives Battersea Dogs & Cats Home.



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Text **HOME** to **70123** to donate £3 to Battersea and help us continue our work

(Texts cost £3, plus network charge).

www.battersea.org.uk