



Battersea Dogs & Cats Home

Impact Report 2016



Welcome

Battersea Dogs & Cats Home has achieved a great deal in the 156 years since it was founded by Mary Tealby in Victorian London and, in that time, we have cared for over 3.1 million lost or abandoned dogs and cats. Thanks to our ambition, expertise and determination to help such animals and speak out for those beyond our gates as well, Battersea is at the forefront of companion animal welfare in the UK.

This 2016 Impact Report explains what Battersea was set up to achieve, our activities throughout the year, and the impact we have made in improving the lives of our beneficiaries – unwanted and abandoned animals in urgent need of a second chance in life.

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Introduction from the Chairman

Helping to rescue, reunite, or rehome dogs and cats lies at the heart of everything we do at Battersea.

We believe every dog and cat should be able to live in a place where they are treated with love, care and respect and as a charity we are determined to continue to develop all aspects of our vital animal welfare work, united under One Vision, speaking with One Voice, and operating as One Battersea.

Our Values and strategic priorities are designed to benefit the animals in our care and countless more that we may never meet. And our means of achieving these priorities and having an impact are evolving to embrace the digital world we now live in.

In recent years in particular, we have achieved a great deal and played a leading role in helping to improve animal welfare and continuing to support the most vulnerable dogs and cats in our society. At Battersea, we have put our finances on a sound footing by broadening the scope of how we raise our funds; and we have become an even better known charity brand, so that more people interested in getting a pet dog or cat consider a rescue animal, and from Battersea. Our London centre is now one of the busiest rehoming centres in the UK.

In 2016, we invested our largest ever amount of £15.8m in increasing the positive impact for animals; we developed an exciting and ambitious range of services to benefit our animals; and our reach and profile continued to grow, culminating in achieving a top 10 UK charity ranking for the second year in succession.

None of this would be possible without our incredible Battersea staff, volunteers, Trustees and, of course, most generous donors, and to all of them I am most grateful.

We are so fortunate in the Royal support and patronage we receive, with HRH Prince Michael of Kent GCMG our stalwart President and true friend of the Home.

I would particularly like to thank Her Majesty The Queen who served as our Patron for 60 years, and stepped down from this role with Battersea and several other high profile charities in December 2016. We look forward with great anticipation to the support we already so gratefully receive from our new Patron, HRH The Duchess of Cornwall.

Amanda Burton
Chairman



Left to right: Paul O'Grady, Claire Horton, HRH The Duchess of Cornwall and Amanda Burton.

Chief Executive's Report

In 2016, we managed to help thousands of unwanted dogs and cats around our three centres, but we still want to do more.

In 1860, our Founder Mary Tealby promised to never turn away an animal in need and every year Battersea still offers a vital temporary home for thousands of stray, abandoned and vulnerable animals.

We are conscious of important trends in society that may have an impact on our centres and we are always open to new ways of partnership working to achieve our objectives. In 2016, more than 32% of dogs brought into Battersea arrived because other organisations had been unable to help them. These dogs come with an increasingly complex case history, or no history at all.

Our position on the front line of animal welfare means that sadly Battersea sees the consequences of the dangerous dog problem come through our gates every day. We have

a considerable programme of multi-disciplinary initiatives that work to prevent problems at source, and we help change and improve attitudes towards more responsible pet ownership. In turn, we help the most unfortunate and unwanted dogs and cats in society.

There was a significant and continued focus on managing canine stress and modifying dog behaviour in our kennels, and in the first full year of our three-year Cat Strategy the latest stress management protocols were embedded. In partnership with International Cat Care and the University of Lincoln, a new 'Cat Friendly Rehoming' system was introduced – an excellent example of Battersea embracing new approaches to deliver best practice in animal care.

In 2016, for the third year in a row Battersea rehomed more cats than dogs, partly helped by our high-profile rehoming of Battersea cats Palmerston to the Foreign Office in April and Gladstone to the Treasury in July. To meet the increasing public demand to rehome a Battersea cat, we are tapping into the growing numbers of unwanted cats in some other parts of the country and bringing them to Battersea where they quickly find a new home.

In our ever-increasing wider role, Battersea's campaigns influence the major animal welfare issues and we are committed to a collaborative way of working, encouraging the sector to join together to speak with one voice, to help bring about positive welfare change. This is achieved in no small part by Battersea's leadership of the Association of Dogs and Cats Homes (ADCH), providing support and guidance and driving up the operational standards of its 130 members. In 2016, the ADCH Code of Practice was adopted and a set of standards designed to show that a rescue centre is operating in the right way. This offers a significant step forward in raising welfare standards for dogs and cats across the British Isles.

Claire Horton
Chief Executive



Vision Mission Values

Six-year-old Alfie came to Battersea as an anxious and jumpy boy, but with a little care and attention he was happily rehomed.

Vision

Battersea Dogs & Cats Home believes that every dog and cat should live in a home where they are treated with love, care, and respect.

Mission

We aim to never turn away a dog or cat in need of our help, caring for them until their owners or loving new homes can be found, no matter how long it takes. We are champions for, and supporters of, vulnerable dogs and cats, determined to create lasting changes for animals in our society.

Values

Care: We are passionate about the welfare of dogs and cats, and all of our work is inspired by the needs of, and our love for, animals.

Excellence: We have been working tirelessly to provide shelter for animals for over 150 years. We are one of the oldest animal charities in the world and the knowledge and experience we have gained has made us credible leaders in our field.

Determination: We deal with some of the most challenging situations that impact the lives of dogs and cats. We seek to tackle problems at source by working actively with communities and wider society, challenging misconceptions and encouraging owners to take responsibility for their pets and treat animals humanely. We will not shy away from difficult issues.

Respect: We treat all animals and people with respect and dignity.

Integrity: We are trustworthy. We are indebted to our supporters and greatly value all the donations given to us, ensuring that they are carefully spent on providing the best possible future for animals.

Commitment: We strive to find every dog and cat a loving home. We put no limit on the time an animal stays with us, and we will never put an animal to sleep unless significant medical, safety, or legal reasons compel us to do so. Our staff and volunteers are hugely committed.

Bud's Story

Bud has settled in nicely with the Corns family.

Battersea's unluckiest dog

2016 was finally Bud's year. He had been known as Battersea's unluckiest dog – Greyhound Collie cross Bud had been looking for a home for nearly three years – but his luck finally changed for the better in October 2016 when he was rehomed by the Corns family, who spotted him on Battersea's ITV series *Paul O'Grady: For the Love of Dogs*.

Seven year old Bud's former owners brought him into our Old Windsor centre because their circumstances changed and they were no longer able to look after him. The average stay for a dog at Battersea is just a month but Bud spent over 1,000 days in kennels and in a foster home. During that time staff never gave up trying to find a home for him, taking him along to fundraising events, running rehoming appeals for him in the press and on social media and using every opportunity to tell his story.

Bud loves people and dogs but was looking for an experienced owner as he was very interested in wildlife and cats, and could take chase if he spotted one whilst out. He found the perfect owners in Ian Corns and his family from Kingswinford in the West Midlands who answered Paul O'Grady's personal appeal.

Several months on and Bud has settled down with the Corns family, enjoying his daily walks and long snoozes in the lounge. He's got several dog friends, and has even befriended a pet rabbit. Ian tells us "He loves being involved in whatever the family is doing and we've all fallen in love with him."





Our Cats

🔍 The big picture

Battersea's three-year Cat Strategy sets out to increase the number of cats we will help directly through our centres, expand our knowledge of cat welfare, and also promote wider initiatives to manage the unwanted UK cat population estimated to be between 9.5 million and 11.5 million. Whilst we always aim to help every animal that comes to our doors, we're only too aware that the wider cat population problem requires a UK-wide initiative, centred around the need for neutering.

Above: Sheba was one of Battersea's golden oldies, coming to us at the age of 13 when her owner sadly fell ill. Opposite top: Palmerston was rehomed to the Foreign Office. Opposite: Roseanne went to live the country life.

“ The sad fact is that our rescue centre won't be able to help every single person who asks us to rehome their cat. Mostly we have to make room for the most urgent and desperate cases of abused, pregnant and orphan cats and kittens. Battersea has lots of people wanting to adopt cats; we have lots of cats waiting to be adopted. It seemed like a fantastic opportunity to help both people and cats. ”

Sara Atkinson,
Founder of Yorkshire Cat Rescue

👁️ What did we prioritise?

In 2016, we made several advances through our Cat Strategy in the care and rehoming of our feline friends. With the support of a newly established Feline Welfare team, the latest stress management techniques were embedded at all our catteries, we launched a new rehoming system in partnership with International Cat Care and the University of Lincoln, and more cats were moved between our centres to take full advantage of all intake, fostering, and rehoming opportunities.

🎯 How did we do?

Fewer cats came to us in need of help in 2016. We received fewer kittens but, instead, more elderly and more challenging cats. It's testament to our Cattery teams that Battersea found homes for more cats than dogs, a record 3,160 success stories in total. Among them, Palmerston and Gladstone, who hit the headlines when they started their new lives as mousers for the Foreign Office and Treasury respectively. In 2016, we took an active role in a Government advisory group looking at the breeding and sale of cats, and supported the London Cat Care and Control Consortium and Cat Population Control Group in their efforts to increase understanding and awareness among vets and pet owners about the benefits of early cat neutering.



💡 What have we learnt?

A particular challenge in 2016 has been balancing the growing demand for Battersea cats with a reduction in cats coming into urban rescue centres. We now frequently work with other rescues to relieve them of their capacity issues and find homes for their cats, and we have placed more of a focus on sourcing specialist outlets, such as farms or stable yards for the growing number of cats we take in that are unsuited to a domestic home. In 2016, we rehomed 110 cats to 33 working or rural outlets.



🔍 Going wild in the country

Four-year-old Roseanne came in to Battersea as a stray in November 2016. She'd been found in a garden and her territorial behaviour was making life difficult for the neighbourhood cats. Brought into our London centre Roseanne preferred her own company, keeping to the back of her pen, and avoiding physical contact. We could see that life in a busy domestic home would not suit this independent lady and so we searched for exactly the right match for her – a rural dwelling where she could roam to her heart's content. She's now living on a farm in Hampshire, next to a 500-acre wood and her new owners tell us she is happy and healthy, living her life as she wants to – effectively as a wild cat rather than a family pet.

Our Dogs

🔍 The big picture

We aim to take in any dog or cat in need of help. We don't turn an animal away based on age, health, temperament or breed, and we don't cherry pick the easy to rehome dogs. In 2016, we took 11,590 enquiries from owners needing to give up their dog – that's 25 enquiries every day of the year – and the owners of 32% of dogs brought into us told us that other organisations had been unable to help them. 43% of these dogs were what we would describe as more challenging dogs to rehome. In 2016, we worked very hard to achieve positive outcomes for a greater number of dogs coming through our doors in search of a second chance in life.

Above: Sammy the Lurcher came to Battersea as a stray. Opposite top: Staffordshire Bull Terrier, Tye, receiving gentle hands-on massage, one of the range of stress management techniques Battersea has developed with renowned dog behaviourists. Opposite: Murphy enjoying some downtime in kennels.

📖 Battersea takes on many dogs from challenging situations and sadly that has implications on their ability to thrive both in kennels and in the home. These animals may have not been appropriately socialised and some have not learnt the skills they need to live successfully as domestic pets. In 2016, we worked with the team to deliver training with the aim of reducing the stress of these dogs in kennels and ultimately teaching them the skills they need to become successful pets. 🐾

Jo-Rosie and Nando Brown,
animal trainers
and stars of Channel 4's
Rescue Dog to Super Dog

👁️ What did we prioritise?

A significant focus was placed on improving the flow of animals through our centres. Out of the 965 stray dogs that Battersea took in during 2016, 481 were from Local Authorities, a quarter of all unclaimed strays from around our centres. We're putting great emphasis on developing strategic partnerships with Local Authorities to help the stray dogs in their care and improve the health and wellbeing of the abandoned dogs that come into our care. In 2016, we also invested even more time and resource into successfully managing the stress and difficult behaviours we encounter in many of our dogs.

🎯 How did we do?

In 2016, 79% of dogs we took in went on to either be rehomed (66%) or claimed by their owner (13%). That's 2,449 success stories. A key result was increasing the percentage of dogs that went on to enjoy a happy life, and reducing the number of dogs that we had to put to sleep due to overwhelming medical or severe behavioural issues. We achieved this by improving the facilities for our dogs at all three centres, developing a range of stress management techniques and working with other renowned dog behaviourists. Partnerships and collaborations helped Battersea relieve other centres of 376 dogs and we found working and service outlets such as security companies or Border Patrol, for 58 dogs not suited to a family home.



💡 What have we learnt?

We've always been committed to finding the right home for each dog coming into our care, whether that's a working home or a domestic home. Dog rehoming went down by 5% in 2016, particularly at our Old Windsor centre where the demand for family pets did not match the dogs we were taking in, who had very specific rehoming needs. We've learnt we must invest in new and increased marketing initiatives to further promote rehoming and ensure there are welcoming homes waiting for our dogs when they are ready to go to them.



🔍 From Home to home

Two-year-old Staffordshire Bull Terrier Murphy spent 76 days at Battersea before finding a home in Hampshire in July 2016. Murphy came in to us from Four Paws Animal Rescue in South Wales and needed a dedicated care plan to help him during his stay that included plenty of mental and physical stimulation, time out of his kennel, walking buddies and lots of positive praise. He was very stressed in kennels and would only eat with company, so he was given a covered crate to take himself away to, a thunder shirt to help reduce any stress, and lots of food enrichment (frozen food, stuffed kongs) and scent therapy to calm him.

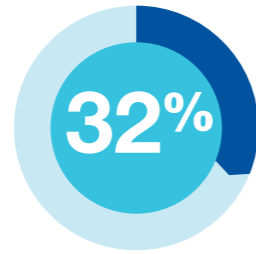
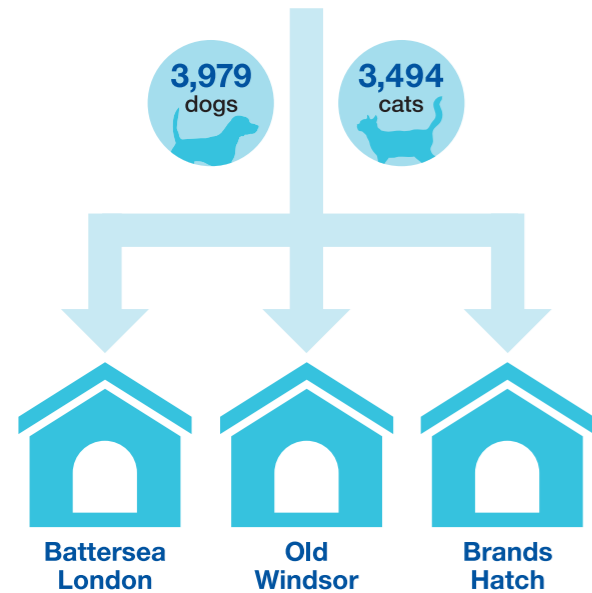
Our Animals

Activity

In 2016 Battersea cared for

7,473

animals across our three centres



The owners of **32%** of dogs brought into us told us that other organisations had been unable to help them

In 2016, the Home helped

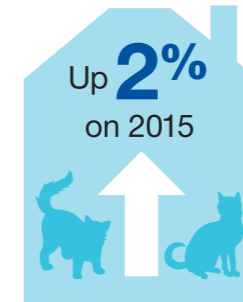
35

other rescue and rehoming organisations across Britain and **827** of their dogs and cats



Impact

We neutered **1567** cats and kittens and rehomed **3160** cats, all helping to reduce the unwanted stray cat population

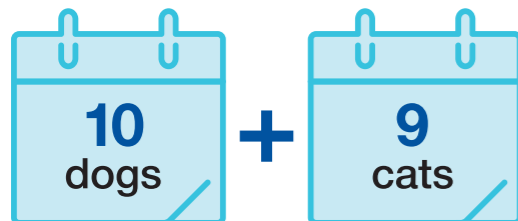


We took in **3,683** dogs, 1 in 4 of the unwanted dogs around our centres



We reunited **13%** of the dogs with their owners an increase from **8%** in 2015

We took in on average



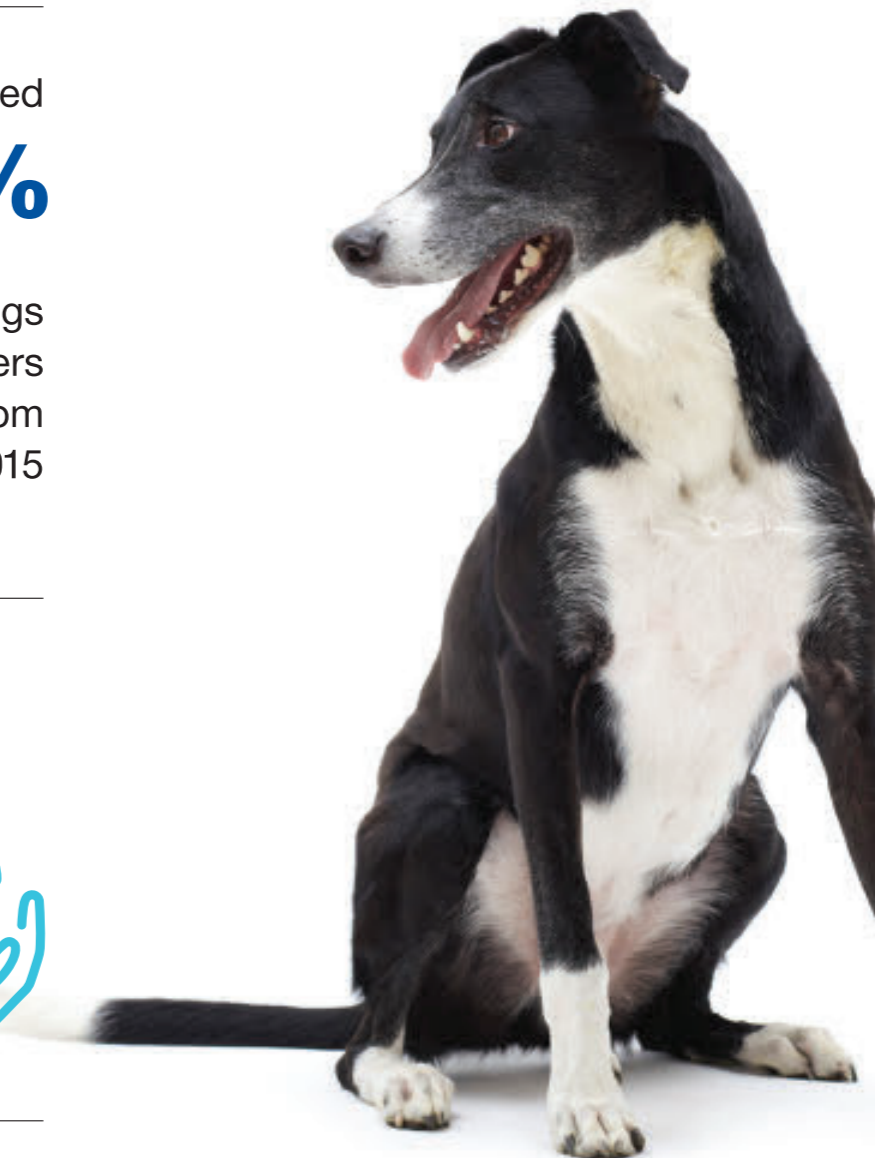
every day of the year across our three centres



We advised around

20,000

owners experiencing difficulties with their dog or cat





Our Centres

🔗 The big picture

We are committed to delivering a warm welcome for all our visitors, be they four-legged or two-legged. 7,473 animals and 86,516 visitors passed through the doors of our three centres in 2016 and we have continued to develop our spaces, ensuring we have the best facilities to help our staff deliver the highest standards of care and find more homes for our animals. We want more of our visitors to walk out of our gates with a lifelong companion, and we also want to engage greater numbers of people to work with us and learn from us.

Above: Vet staff get to work in Battersea's new Veterinary Hospital and Centre of Excellence. Opposite top: HRH The Duchess of Cornwall at the opening of Battersea's Veterinary Hospital and Centre of Excellence, with Head Vet Shaun Opperman, Battersea Ambassador Paul O'Grady, Senior Vet Nurse Becky Smith and Nancy. Opposite: Winston impressed our Royal connections.

👁️ What did we prioritise?

Improving every animal and visitor journey through Battersea informed the development of all our centres. We aimed to reduce the length of time dogs and cats spent in our care by increasing the capacity of our Veterinary Hospital so more animals are healthy and ready to rehome sooner, improving our facilities, and making better use of our public areas to promote our animals looking for homes.

🎯 How did we do?

In September 2016, HRH The Duchess of Cornwall opened our new Veterinary Hospital and Centre of Excellence. Our state of the art veterinary facilities will play a pivotal role in our aim never to turn away an animal in need of help, ensuring that our Vets and Vet Nurses can deal with the demand and complexity of the medical issues that we see every day. Every aspect of the Veterinary Hospital is designed to speed up treatment and recovery and give every dog and cat a chance of a new life as quickly as possible.



Investment in our kennels and our dog exercise paddocks has shown immediate benefits, allowing our teams to better work with more challenging dogs onsite, and help reduce stress in our animals. In 2016, we invested more in onsite promotion of our animals, hosting rehoming events at all our centres, and refurbishing our café, retail, and reception areas to encourage enjoyable visitor experiences. Visitor surveys have showed high satisfaction, with ratings improving throughout the year.

💡 What have we learnt?

We need to ensure our visitors have ongoing engagement with the rehoming process from the moment they step through our doors. This means more onsite talks about rehoming a rescue animal, more volunteers in information-giving roles to meet our visitors and provide greater awareness at our centres of our foster animals that are also looking for homes. We are also considering providing further opportunities to meet animals in a range of ways rather than just walking past their kennel, and ensuring that once somebody does rehome from us, we continue their engagement with us through improved aftercare and tailored advice whenever they need it.

“Battersea feels like something more than just a place for homeless dogs... There's more going on than I expected.”

Visitor to the London centre

🔍 A breath of fresh air

Nine-year-old British Bulldog Winston was given up to Battersea in July 2016. His owner had tried several other rescue centres who wouldn't take him in. Winston had hereditary breathing problems including wheezing and being unable to walk far without becoming breathless. Our Vets operated on his brachycephalic condition to open up his airways, a complex procedure that they are increasingly having to perform as demand for flat-faced breeds such as Bulldogs, French Bulldogs and Pugs increases. A fully-recovered Winston met The Duchess of Cornwall when she visited the Home to officially open Battersea's new Veterinary Hospital and Centre of Excellence, and he now lives happily with his new owner in Kent.





Our People

🔍 The big picture

We value our people and the skills, experience, passion, and engagement they bring to the Home. Together we are One Battersea, sharing common goals, working alongside one another, and all with a part to play to help the dogs and cats in our care. Together with our 437 staff, 1,399 foster carers and volunteers are an integral part of the Battersea family, giving our Home and our animals the gift of their time and knowledge and enabling our charity to aspire to even greater things. We could not exist without them. We are also indebted to our Ambassadors Paul O’Grady, Dame Jacqueline Wilson, David Gandy and Amanda Holden, and other high-profile supporters who give their time and voice to promoting our work throughout the year.

Above: Our ambassadors, trustees, staff and volunteers all make a valuable contribution towards creating One Battersea. Opposite top: Staff at our London centre. Opposite: Volunteer, Sarah Sharp, in our London Cattery.



“ I love it here it’s my favourite place I’ve ever volunteered. You meet lots of people who care about the same things. I just love animals and this work gives me something to get up in the morning for. I feel really proud to be a volunteer and would encourage everyone to get involved with volunteering because it can change your life. ”

Sarah Sharp,
Cattery Support Volunteer

👁️ What did we prioritise?

In 2016, we focused on providing more recognition and learning and development opportunities for our staff to help ensure everyone is fully engaged. We also set out to recruit and retain more volunteers and foster carers, ensuring they felt valued and included. A new Volunteering & Fostering Strategy offered a vision of volunteers and foster carers being fully able to support and augment the work of the Home by joining us at our centres, in the community, and at our events, to help us achieve even more for dogs and cats.

🎯 How did we do?

One of our key people achievements in 2016 was the delivery of a variety of different learning programmes for both managers and other staff across the Home. 79% of staff attended a learning event in 2016, ranging from workshops on customer service delivered to over 100 customer-facing staff, to essential management skills training. This helped us achieve improved employee engagement figures of 90%, with 96% of staff understanding the performance standards expected of them in their job, 4% ahead of our last staff survey and 5% ahead of other benchmarked charities.

Throughout the year, 277 new volunteers were recruited. 1,399 volunteers including foster carers supported the Home in 39 different roles, donating 83,209 hours of their time, an increase of 13% on the previous year. Our foster carers donated an estimated 57,740 hours providing specialist and sometimes lifesaving care for 617 dogs and 738 cats. The award of a £200k grant from the People’s Postcode Lottery enabled us to invest in recruiting more volunteers, as well as rewarding and recognising their achievements and developing their learning through visits to other rescue centres as well as in-house Battersea training.

💡 What have we learnt?

Our volunteers and foster carers join us because they are passionate about our cause. The challenge for Battersea is to shape initial passion and enthusiasm into a deeper connection so that our volunteers and foster carers stay longer, take on additional roles, donate more hours and act as ambassadors for the Home in their lives outside Battersea. Now, more than ever, it’s clear that our volunteers and foster carers not only care about Battersea’s animals, but also the dogs and cats beyond our gates and they are willing to support our various animal welfare initiatives.

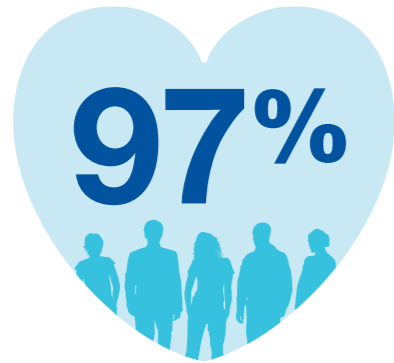
🔍 Benefits all round



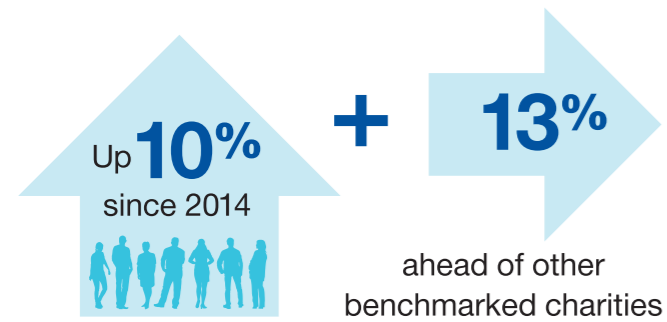
Sarah Sharp from Kent volunteers in our Cattery while studying part time for an MA. Helping animals was something she desperately wanted to do but after leaving her job due to anxiety and depression she was nervous about applying. Now, after a year at Battersea helping our cats settle into their new environment she’s never felt happier and feels a great sense of pride being part of the team.

Our People

Activity



of staff at Battersea are proud to tell people that they work for the Home



In 2016, our volunteers donated **83,209 hours**



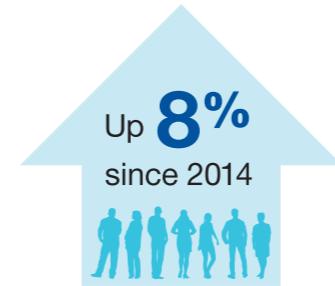
to helping the dogs and cats across all three of our centres

Impact

79%  of Battersea staff attended a learning and development activity in 2016



We have increased our number of foster carers **12%** since 2015 and as a result fostered more dogs and hand-reared



Our Voice

The big picture

Battersea is now recognised as a leading authority within UK animal welfare, drawing the sector together to help bring about positive change. Our animal welfare campaigns are a major part of our contribution towards helping more animals beyond our gates. We are able to help bring about improvements in animal welfare thanks to the trust, respect, and positive recognition the nation bestows on us. This is also helped by our leading role in the Association of Dogs and Cats Homes (ADCH) providing support and guidance and raising standards in rescues across the country.

Above: Enid the Bulldog came to us with a horrific skin condition, deformed hips and a serious heart condition.
Opposite top: Our community engagement team has helped dog owners all across London and the South East.
Opposite: Influencing key decision makers to change animal welfare policies.



 I now understand how easy it is for people to build strong relationships with dogs and that they experience emotions just like humans. 

Joel*,
HMP Brixton inmate

What did we prioritise?

We seek to help the most unfortunate and unwanted dogs and cats in society, recognising that the vast majority of them are not lucky enough to be brought into our care. We are tireless in our efforts to help the underdog and are campaigning for political change where the law does not work for animals. We also tackle issues at source, with our Community Engagement team active on the front line of animal welfare in urban communities, working with those at risk of offending.

How did we do?

We're influencing decision makers to change and improve animal welfare policies. We influenced the House of Commons Environment Select Committee's Inquiry into animal welfare, which endorsed both our End Backstreet Breeding campaign, and our forthcoming campaign for longer animal cruelty sentences. We are working with Government to help deliver the first real reform of dog breeding and sale licensing in 40 years, thus tackling puppy farming and improving breeding practices.

We partnered with three adult prisons in Brixton, Wandsworth, and Bronzefield and helped prisoners rethink the use and abuse of dogs. We shifted our community focus away from mainstream schools to reaching more young people excluded from school. We worked with 28 partnerships to tackle anti-social behaviour with dogs, including the Metropolitan Police, Housing Associations, Safer Neighbourhood Teams, Crime Reduction Partnerships and Local Authorities to carry out our educational programmes.

What have we learnt?

We delivered 953 community workshops and reached 11,346 young people in 2016. We recognised the need to offer accreditation to many we engage with so we developed a new Responsible Ownership Programme that offers a Battersea certificate. For some young people this was their first qualification and, for prisoners, it could count towards their parole. 235 Battersea certificates were delivered in 2016.

Making a difference

Joel* an inmate at HMP Brixton was one of the attendees of our Responsible Pet Ownership workshops in 2016. He was reluctant to join us at first due to the negative experiences he'd had as a postman and with Police dogs, and revealed he'd been chased by an aggressive dog used by a gang. When introduced to our dogs he didn't want to touch them or be near them. Towards the end of the programme, Joel began interacting with the dogs and would empathise with them when we talked about backstreet breeding and laws banning breeds. He would ask us what dogs we'd be bringing in and volunteered to demonstrate training methods to the group. At the end of the programme he received a 'Responsible Pet Ownership' certificate and said he was going to proudly stick it up on his cell wall.

* False name used to protect identity.

Our Reach

🔍 The big picture

Battersea is known globally for its work rescuing and rehoming dogs and cats. We receive many requests to advise a range of UK and international animal rescue organisations and in 2016 we hosted 16 overseas groups including delegations from Gibraltar, Hong Kong, Russia, and Thailand. Our global profile attracted media interest from around the world to tell our Battersea story, and people continue to travel from far and wide to rehome a Battersea animal.

In 2016, we achieved 3,145 pieces of media coverage internationally (up from 477 in 2015), many about the Royal Family connections to Battersea and 696 reports about former Battersea cat Larry at 10 Downing Street. Our ITV series *Paul O'Grady: For the Love of Dogs* continues to be broadcast across 17 countries internationally, and is particularly popular in Australia, Canada, and New Zealand.

Above: Our Ambassador, Paul O'Grady, with Willow.
Opposite top: *Who Needs Who* campaign. Opposite: Palmerston found himself a very special new address.



“ I became aware of your organisation when much to my delight Paul O'Grady's programme was aired on our Canadian Broadcasting Station in British Columbia. The staff and volunteers and of course Paul are wonderful and you have all my respect for caring for and loving all the rescues that you get. No task is too much for you. Keep up the wonderful work you do, you are a dog's best friend. ”

Pat, British Columbia

👁️ What did we prioritise?

Through the media and our own digital platforms we reached new audiences with our animal welfare and rehoming messages. This included finding new homes for our long-stay animals through our ITV series *Paul O'Grady: For the Love of Dogs*, and a *Who Needs Who* rehoming campaign placed across rail, roadside and shopping centres to engage with potential rehomers.

🎯 How did we do?

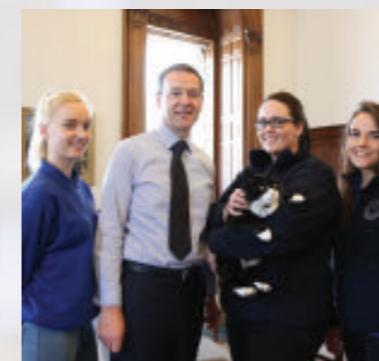
The Home achieved a top ten awareness ranking in the YouGov Charity Index for the second year in a row and in October we achieved our highest ever UK awareness ranking in the Charity Brand Index – 14th – the highest placed animal charity. There are over 160,000 UK charities.

Battersea greatly benefits from the high-profile exposure we receive from the Paul O'Grady series on ITV, which broadcast its fifth series and fifth Christmas Day programme in 2016. 45 million UK homes with a 21.2% live audience share per episode saw our homeless dogs, resulting in us rehoming dogs throughout the UK and abroad.

Throughout the *Who Needs Who* campaign rehoming applications increased by an average of 12%, leading to 4% more animals finding new homes at all three centres. An On Your Doorstep campaign to raise awareness of our Berkshire and Kent centres, with tailored messaging to drive rehoming, resulted in a 30% increase in rehoming applications.

💡 What have we learnt?

Many people are attracted to our animals through our media stories, the Battersea website and social media, and we are increasingly being contacted by media outlets such as Facebook Live to work with us on engaging video content. Further investment in our digital channels to convert our digital audiences into more animals being rehomed will be a focus in 2017, and this includes the development of online rehoming applications. As well as digital, we cannot underestimate the importance of broadcast coverage for helping generate interest in our vital work and we continue to pursue new opportunities to reach a wider audience through mainstream TV and radio.



🔍 Diplomog hits the headlines

Two year old Domestic Short Hair Palmerston had a true rags to riches story when he took up his new position of chief mouser in the Foreign Office after arriving as a stray at the Home in March. The moggy was found hungry, underweight, and with no microchip, but now greets international visitors and diplomats and even has 41k followers on Twitter, posting regular @diplomog updates to his fans, and his exploits still regularly hit the headlines worldwide. Battersea's biggest story of the year was the rehoming of Palmerston with coverage on the BBC One O'Clock News, Daily Politics and World Service Radio to name but a few.

Our Reach

Activity

With 160,000 UK charities,
Battersea was ranked



in YouGov's
2016 UK Charity Index



We are the best
known animal charity,
and 14th overall,
according to the UK
Charity Brand Index

85%

of the UK public were reached by
Battersea media coverage in 2016



We engaged with
11,346

hard to reach children
and young people through our
responsible ownership workshops



Impact



Investment in
our online rehoming
galleries meant our
dog and cat online
profiles received

31,300

more visits every week in 2016

We met with

95 MPs



from across the country to talk
about animal welfare which led to
Government reviewing breeding,
licensing and sale laws

Our *Who Needs Who* rehoming
campaign made over



4 million



impressions on Twitter and Facebook
and led to a **12%** increase in
rehoming applications





Funding Our Work

📊 The big picture

2016 was another challenging year for fundraising and the wider charity sector, with rapidly changing regulations, overall giving in the UK remaining flat, continued media scrutiny, and many charities facing income decline. Battersea was one of many high-profile charities assessed, and unfortunately fined, by the Information Commissioners Office (ICO) over one aspect of our fundraising. Nonetheless, on behalf of our animals we believe we have a responsibility to tell their stories and actively ask for support. Across all areas of the Home we aim to deliver the best results in the short, medium, and long term for the dogs and cats in our care, as well as those yet to come to our doors.

Above: The Muddy Dog Challenge raised a fantastic £92,760. Opposite above: Battersea's television adverts.



“ I am proud that players of People's Postcode Lottery are able to support Battersea Dogs & Cats Home, allowing them to continue with their fantastic work by providing beds, food, walks, training and veterinary care for the 7,000 dogs and cats that require help every year. ”

Clara Govier,
Head of Charities at
People's Postcode Lottery

👁️ What did we prioritise?

Historically legacies have been the backbone of our charity and these precious gifts have made us who we are today. In 2016, we aimed to protect and increase our legacy income through more promotion but we also sought to reduce our over-reliance on them. So, as part of a new long-term Fundraising Strategy, we pursued a number of innovative projects to provide us with a variety of sustainable income streams to help us continue our vital work.

🎯 How did we do?

In 2016 Battersea achieved its highest ever income of £41 million. We generated 492 new legacy enquiries and 506 new legacy pledgers. Legacy income increased to its highest ever level of £14.8million. We received continued support from donors choosing to give monthly and our continued testing of fundraising television adverts, featuring Battersea Ambassador Paul O'Grady went from strength to strength, recruiting 2,172 new donors. Other innovations included the introduction of virtual reality in our street fundraising. We developed a range of successful partnerships including Mars Petcare, LV= and People's Postcode Lottery who donated £650k to us in 2016. One of the new ways for people to engage with the Home is through our Muddy Dog Challenge, and this unique mass participation event continued to grow in 2016 with events in London and Windsor raising £92,760.

💡 What have we learnt?

In 2016, we significantly increased the amount of time spent training and quality checking our external agencies whose fundraisers work on our behalf. We scrutinised our data protection and recruited a dedicated Training & Compliance Officer with significant experience in the fundraising field and undertook 119 training, mystery shopping and shadowing sessions and listened to 281 fundraising calls across 2016. We will continue to increase our focus on these areas to further bolster our confidence in fundraising activity taking place in our name, and we will continue to promote our new 'Supporter Promise', seeking to learn from every complaint and piece of feedback we receive about our fundraising activities.



🔍 From Home to home

When two year old German Pointer Mickey arrived at Battersea his front legs were so deformed that we were surprised he could even walk. He'd adapted to walking with his elbows and was set for a life of pain and discomfort. Staff at Battersea knew it would take a specialist major operation to fix Mickey's legs, and fortunately the Home's friends at Medivet stepped in to perform the life-changing surgery that would allow him to lead a normal life. Medivet are just one of the many generous organisations that have enabled us to give new hope to so many animals through the year. Now happy in his new home, Mickey will have inspired many more to support the life-saving work of our charity, through his appearance on ITV's Paul O'Grady: For the Love of Dogs.

Our Charity

- Legacies and donations: **£35.8 million**
- Contribution to London centre regeneration: **£3.0 million**
- Events and shop sales: **£1.3 million**
- Rehoming and claim fees: **£0.9 million**
- Investments: **£0.3 million**



Here at Battersea we make sure that every penny counts

Thank you to everyone who donated in 2016. Your funds made a real difference to the lives of our dogs and cats, they will help to ensure our new Veterinary Hospital was able to open and they will make sure further developments are possible in years to come. The Home is actively raising much-needed funds for an investment in other important infrastructure improvements, particularly at our Old Windsor centre, with kennel building work due to start in early 2018, as well as significantly enhanced collaboration with our animal partners across the UK. Financial resources are being raised now to help fund this vitally important work over the years ahead.

£49,085 was invested every day to care for our dogs and cats across all three centres in 2016.

- Charitable activities for the welfare of dogs and cats: **£17.9 million**
- London centre regeneration: **£12.0 million**
- Growing income: **£9.6 million**



The Class of 2016

Dogs

	Total		Total
Akita	42	Leonberger	1
Alaskan Malamute	9	Lhasa Apso	11
Anatolian Shepherd Dog	2	Lurcher	175
Australian Cattle Dog	2	Malinois Belgian Shepherd	4
Australian Shepherd	1	Maltese	6
Basset Griffon Vendéen Grand	1	Mastiff: Bull	80
Basset Hound	7	Mastiff: Neapolitan	3
Beagle	52	Mastiff: Old English	8
Belgian Shepherd Dog	8	Miniature Pinscher	4
Bernese Mountain Dog	1	Mongrel	425
Bichon Frise	31	Munsterlander	1
Boerboel	2	Old English Sheepdog	3
Boxer	23	Papillon	1
Brittany	2	Pekingese	1
Bulldog	46	Pointer: German Short Hair	9
Bulldog: Alapaha Blue Blood	3	Pomeranian	15
Bulldog: American	65	Poodle: Miniature	13
Bulldog: French	15	Poodle: Standard	6
Bulldog: Old Thyme	1	Poodle: Toy	5
Canary Dog	1	Presa Canario	4
Cane Corso	6	Pug	40
Caucasian Shepherd	3	Retriever: Golden	13
Chihuahua: Long Hair	19	Retriever: Labrador	102
Chihuahua: Smooth Hair	73	Rhodesian Ridgeback	6
Chinese Crested	7	Rottweiler	67
Cireco Dell'Etna	1	Saluki	9
Collie	15	Schnauzer: Miniature	6
Collie: Collie: Border	77	Schnauzer: Standard	1
Collie: Rough	2	Setter: English	3
Collie: Welsh	3	Setter: Irish	2
Corgi Welsh: Cardigan	1	Setter: Red	1
Dachshund: Miniature Long Hair	2	Shar-Pei	40
Dachshund: Miniature Smooth Hair	2	Shih Tzu	42
Dachshund: Standard Smooth Hair	5	Siberian Husky	59
Dalmatian	6	Spaniel: American Cocker	4
Dobermann	18	Spaniel: Cavalier King Charles	18
Dogue de Bordeaux	23	Spaniel: Cocker	28
Elkhound: Norwegian	1	Spaniel: English Cocker	31
Foxhound	1	Spaniel: English Springer	37
German Shepherd	108	Spaniel: King Charles	3
Great Dane	1	Spaniel: Portuguese Water	1
Greyhound	95	Spaniel: Tibetan	1
Himalayan Sheepdog	2	Spitz: German	10
Hungarian Vizsla	1	Spitz: Japanese	1
Italian Spinone	1	Terrier: Bedlington	2
Japanese Akita Inu	1	Terrier: Border	23
Japanese Chin	1	Terrier: Boston	1
Labradoodle	10	Terrier: Cairn	11

	Total
Terrier: English Bull	33
Terrier: English Bull (Miniature)	2
Terrier: Fox Smooth Hair	3
Terrier: Fox Wire Hair	4
Terrier: Jack Russell	343
Terrier: Lakeland	4
Terrier: Maltese	2
Terrier: Norfolk	3
Terrier: Parson Russell	15
Terrier: Patterdale	37
Terrier: Pitbull	57
Terrier: Staffordshire Bull	899
Terrier: Tibetan	2
Terrier: Welsh	1
Terrier: West Highland White	20
Terrier: Yorkshire	104
Tibetan Mastiff	1
Weimaraner	6
Whippet	11
Total	3,683

Cats

	Total
Abyssinian	2
Balinese	1
Bengal	34
Birman	7
British Short Hair	17
Burmese	5
Chinchilla (Persian): Long Hair	5
Devon Rex	4
Domestic Long Hair	142
Domestic Medium Hair	284
Domestic Short Hair	2,754
Exotic Short Hair	1
Himalayan	1
Maine Coon	4
Norwegian Forest	7
Oriental Long Hair	1
Persian	11
Pixie Bob	1
Ragdoll	14
Russian Blue	2
Savannah	1
Scottish Fold	1
Siamese	18
Sphynx	1
Tonkinese	1
Turkish Angora	1
Total	3,320

Breed highlights

Dogs

- 899**
Staffordshire Bull Terriers

- 425**
Mongrels

- 343**
Jack Russell Terriers

- 175**
Lurchers

- 108**
German Shepherds

- 104**
Yorkshire Terriers

Cats

- 2,754**
Domestic Short Hair

- 284**
Domestic Medium Hair

- 142**
Domestic Long hair

- 34**
Bengal

- 18**
Siamese

- 17**
British Short Hair

We cared for 7,473 dogs and cats in 2016, (8,615 including those present at the start of the year and those we reunited with their owners off-site who are not included in this list).



Our Partners

We were helped by a number of strategic partners in 2016. We thank them all. And these include:

BGC Partners

Battersea were privileged to be invited to take part in BGC's celebrity trading day which raises thousands of pounds for each charity in attendance to remember those lost by the company on September 11th. By turning what was a tragic day into one that is positive and uplifting, BGC Partners have helped Battersea to raise vital funds for the past 3 years.

French Sole

We have been working with French Sole since it launched the 'Little Dax' slipper – designed by French Sole in collaboration with Made in Chelsea star Rosie Fortescue in aid of the dogs and cats in our care. In 2016 for every pair of slippers sold, £50 from the £180 sale price was generously donated to Battersea.

Mars Petcare

In 2016 Mars Petcare collaborated with Tesco twice to raise significant funds for 8 animal welfare charities by adding a promotion to Mars Petcare and Tesco branded dog and cat food sold over a period of 6 weeks, Battersea was delighted to be chosen as a beneficiary charity for both promotions. We also want to thank Mars Petcare for their continued dedication to Battersea as once again they supplied the Home with Pedigree and Whiskas dog and cat food for free, enabling us to invest the money we would have spent into other areas.

notonthehighstreet.com

Our cause related marketing partnership with one of the UK's most exciting and fastest-growing e-commerce businesses notonthehighstreet.com, celebrated its second year in 2016 and has continued to help us to rehome more #petslessordinary through the sale of a range of bespoke pet themed products.

People's Postcode Lottery

People's Postcode Lottery has been supporting us since 2014 through their charitable trust, the Postcode Animal Trust. People's Postcode Lottery is a charity lottery and a minimum of 30% of its income goes directly to charities such as Battersea Dogs & Cats Home. In 2016, their support focussed on our Volunteering & Fostering department, helping us to recruit, retain and develop volunteers and foster carers across all aspects of our work.

Petplan

Petplan provides every animal rehomed with four weeks' free insurance. Petplan pays Battersea Dogs & Cats Home 10% commission on any insurance policies bought by customers through this introduction, and an additional 1% when customers renew. This initiative has helped raise over £1million for the animals in our care.



Who's Who in 2016

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
Heather Love

Council of Trustees

Chairman

Heather Love – *retired July 2016*
Amanda Burton – *July 2016 onwards*

Vice Chairman

Anne Montgomery

Honorary Treasurer

Lydia Lee-Crossett

Robin Bolton
Susie Briscoe – *retired October 2016*
Kari Daniels
Brian Dunk
Matthew Pead
David Turner
Bradley Viner

Directors

Chief Executive

Claire Horton

Director of Human Resources

Bryony Glenn

Director of Operations

Peter Laurie

Director of Communications & External Affairs

Dee McIntosh

Director of Veterinary Services

Shaun Opperman

Director of

Finance & Corporate Services

George Ruiz

Director of Fundraising

Liz Tait



Awards in 2016

Winner of Third Sector Chief Executive of the Year Award 2016

Winner of CIPR Issues or Crisis Management Award 2016

Winner of PRCA Issues or Crisis Management Award 2016

"This Annual Review is dedicated to the honoured memory of the late Mary Tealby, the Foundress and unwearied benefactor of this institution."



**Visit one of Battersea's
three centres open daily.**

Battersea Dogs & Cats Home

4 Battersea Park Road
London SW8 4AA

Battersea Old Windsor

Priest Hill, Old Windsor
Berkshire SL4 2JN

Battersea Brands Hatch

Crowhurst Lane
Ash, Kent TN15 7HH

For further information, and to find out how to rehome, make a donation, visit one of our centres, or get involved as a volunteer, go to battersea.org.uk or call **0843 509 4444**



Registered charity No. 206394

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A member of the Association of
Dogs and Cats Homes.

A Registered Charity under the
Charities Act 1960, No. 206394.

Battersea Dogs & Cats Home,
a Company Limited by Guarantee.

Registered in England No. 278802.

VAT registration No. 726 5204 47.

Registered office:

Battersea Dogs & Cats Home
4 Battersea Park Road
London SW8 4AA

Cover: Rehoming & Welfare Assistant Sophie Ottley with Enzo in BDCH's state-of-the-art London Cattery.

Above: Rumble found fans after appearing on *Paul O'Grady: For the Love of Dogs*.