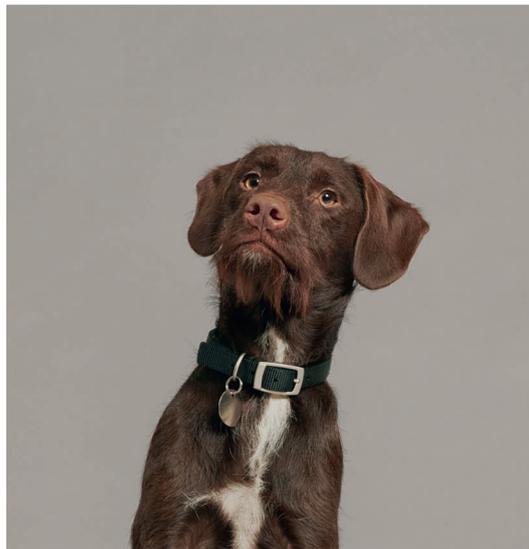
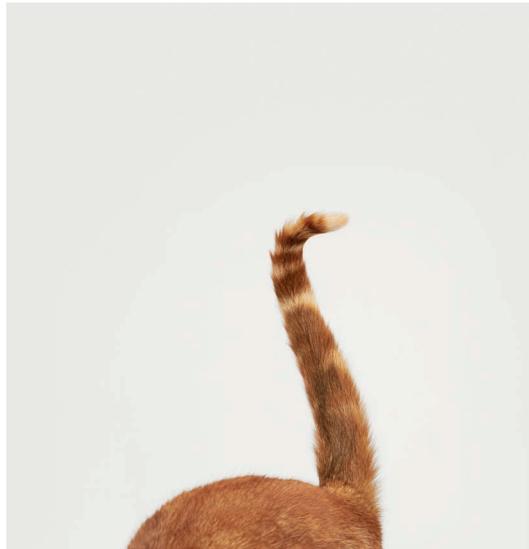
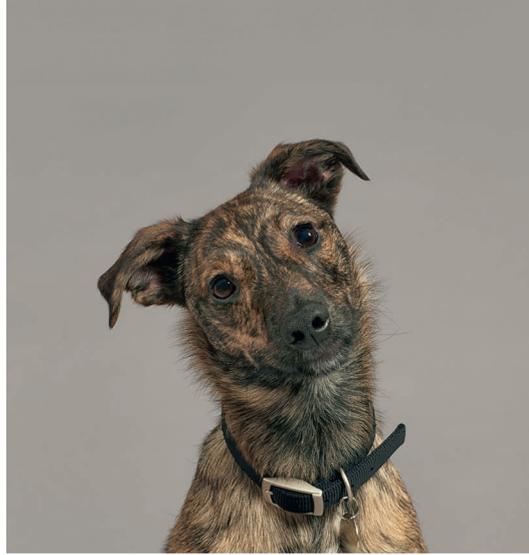


BATTERSEA

HERE FOR EVERY DOG AND CAT

IMPACT REPORT 2018





CONTENTS

| | |
|--------------------------------------|----|
| CHAIRMAN AND CHIEF EXECUTIVE WELCOME | 04 |
| OUR PROMISE | 08 |
| OUR PURPOSE AND IMPACT | 10 |
| KEY STRATEGIC OUTCOMES | 16 |
| RESCUING THE UNLOVED | 18 |
| BEYOND OUR GATES | 24 |
| REHOMING THE RESCUED | 32 |
| OUR PEOPLE | 38 |
| FINANCIAL REVIEW | 42 |
| THE CLASS OF 2018 | 44 |
| OUR PARTNERS | 46 |
| WHO'S WHO | 48 |
| MRS MARY TEALBY | 50 |

HELPING MORE ANIMALS EVERYWHERE

CHAIRMAN'S WELCOME

In our rich, 158-year history, Battersea has reflected the social and economic history of the nation. We have seen millions of dogs and cats come through our gates in need of help, through gruelling times of abject poverty during periods of recession, and many during the first and second world wars when their owners felt they could turn to Battersea to take in their pets when they themselves were setting off to serve their country. And throughout all the generations, our vital animal welfare role has not changed much at all.

Battersea is here to help every dog and cat in their time of need, whether it is reuniting a pet with their very relieved owners, or caring for and eventually rehoming a stray or unwanted animal, giving them that second chance in life.

But 2018 has seen our charity make an important step forward in all that we do. As well as the thousands of animals cared for in our three centres, Battersea is now helping thousands more well beyond our gates, thanks partly to the launch of our Academy initiative.

In this Impact Report we tell you all about the fantastic work we have done to help dogs and cats within our rescue centres; we shine a spotlight on our extensive rehoming activities and how digital in particular is helping us make a real impact; and we report on our exciting efforts to help animal welfare throughout the country and abroad.

You will notice we look a bit different this year, as we have refreshed the look of our much-loved Battersea brand to reflect these changing times, underlining our determination to provide 'unconditional care for every dog and cat'.

As Chairman, I would like to express my immense gratitude for the exceptional contribution made every single day by Battersea's staff and volunteers. Our people show such dedication and commitment, time and time again and in all sorts of roles, to help dogs and cats.

My sincere thanks also go to my fellow Trustees for their tremendous support, our Chief Executive Claire Horton, our Directors and our Battersea Ambassadors – Paul O'Grady, Amanda Holden, Dame Jacqueline Wilson, David Gandy, Anthony Head and Sarah Fisher. And very special thanks too for the incredible support we have received from our thousands of loyal and generous donors, as Battersea simply could not exist without you.

Finally, Battersea is ever grateful to our Patron HRH The Duchess of Cornwall GCVO, and our President HRH Prince Michael of Kent GCVO, for their enduring support for everything we do.

Amanda Burton, Chairman

Chairman Amanda Burton with Poodle cross Teddy.



THE CHANGING FACE OF ANIMAL WELFARE

CHIEF EXECUTIVE'S REPORT

2018 has been a year of achievement and ambition for Battersea – driving our extensive efforts to help more dogs and cats and identifying the Battersea of the future, in the lifetime of our new 2019–2023 Strategic Plan.

We never forget why our founder, Mary Tealby, created our charity in 1860 – to help vulnerable and abandoned dogs and cats find loving new homes where they are treated with compassion, care and respect. This still holds true as our main purpose. Twenty-six per cent of the animals that came to us in 2018 did so because other organisations were unable to take them. What sets us apart is our unflinching commitment to help every dog or cat, regardless of breed, temperament, age or condition.

And as we are now one of the UK's top five best-known charities, we use our national and global profile very wisely, as a powerful voice for change and to improve the lives of even more neglected animals – not only beyond our gates but beyond our shores. We do this by engaging our fantastic supporters, reaching the wider public and influencing governments about important animal welfare issues. In 2018 this focused on bringing about key legislative changes, such as the banning of third-party sales of puppies and kittens, and our campaign to increase prison sentences for shocking cases of animal cruelty.

Dogs and cats are increasingly bought and sold online. Many may not end up in good places, so we are taking steps to fully address that. The demand for fashionable dog breeds is rising dramatically – the Kennel Club reports a staggering 2,964% increase in French Bulldog registrations over 10 years. As a consequence, in 2018 we were faced with increasingly complex health issues in our animals and a considerable rise in the number of dangerously overbred dogs. Our vets operated to help the breathing in such breeds, rising from 36 operations

in 2017 to an all-time high of 62 in 2018. Our positive approach to working in partnership and national and international collaborations encourages governments, industry, veterinary, welfare and campaign groups to work with us to build a better world for dogs and cats. This is best exemplified by our global Battersea Academy. Established in late 2018, the Academy has already been warmly welcomed by rescue centres worldwide, where we share our extensive knowledge and experience with delegations from the likes of Scotland, Croatia, India and Australia. What is most exciting is they are already putting into practice their Battersea learnings and our global positive impact has now been recognised by our new partners, the Government's GREAT initiative, which celebrates the very best of British.

We also want to make it easier for people to own a dog or cat, yet the housing barriers and 'no pets' policies in many rented properties make it almost impossible for people to own pets. We see them forced to give up an existing pet, or prevented from acquiring one because of their landlord's policies. Launched in 2018, our Pet Friendly Properties campaign encourages social housing landlords to adopt more pet-friendly policies to allow such pet ownership to become the norm.

Whilst Battersea is proud of its heritage, we look forward to future opportunities identified in our new Strategic Plan 2019–2023. Determined to help more dogs and cats, our Academy programme will be rolled out, a fourth centre is on the horizon and we will establish Battersea Communities, providing direct rehoming without the need for a physical centre. This initiative, and a major campaign to reframe how people see rescue pets, will go a long way to promote the many benefits of rescue pets and, of course, the wonderful dogs and cats of Battersea.

Claire Horton, Chief Executive

Our Chief Executive, Claire Horton, with her ex-Battersea dog, Pilot, a Bracco Italiano.



OUR PROMISE

OUR VISION

Battersea is here for every dog and cat, and we believe they should have the chance to live where they are treated with compassion, care and respect.

OUR MISSION

We aim never to turn away a dog or cat in need of our help, ensuring they receive the best care possible no matter how long it takes to find them a place to live. We are experts in championing and supporting vulnerable dogs and cats, creating lasting change for animals and those who care for them, wherever they are.

OUR VALUES

Everything we do as individuals and teams, as vets and volunteers, nurses, kennel and rehoming staff, fundraisers and foster carers is underpinned by Battersea's Values.



CARE

We are passionate about the welfare of dogs and cats, and all 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.

HERE FOR EVERY DOG AND CAT

BATTERSEA RESCUES, REUNITES AND
REHOMES DOGS AND CATS.

Since it was founded in 1860, Battersea has helped over three million dogs and cats to find loving new homes or be reunited with their original owners after going astray. But Battersea is not just a rescue and rehoming charity. Our work reaches well beyond our centres to help more vulnerable animals.

In the last decade alone, we have worked to bring about key changes in the law, such as increased sentences for animal cruelty, compulsory microchipping for dogs, and a ban on third-party sales of puppies and kittens. We also work with other rescues around the UK and beyond, to help them do everything they can with what they've got.

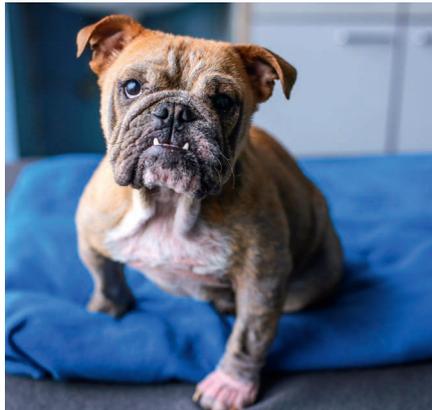


OUR 2018 HIGHLIGHTS



1. GLOBAL ACADEMY

We launched our international centre for the professional development of animal welfare practitioners across the world.



2. CAMPAIGNS

We saw Government commit to legislation for our breeding and cruelty campaigns.



3. REHOMING

We helped nearly 7,000 animals by reuniting them, caring for them or finding them loving new homes.



4. BAN THIRD-PARTY SALES

We helped to influence the Government to support a ban on third party puppy and kitten sales.



5. VOLUNTEERS AWARD

We were the first companion animal welfare charity to be awarded the NCVO's Investing in Volunteers Award (iV).



6. A NEW IDENTITY

We launched a modern, dynamic new brand identity and tone of voice, alongside new marketing campaigns and TV advertising.



DOG REHOMING
INCREASED 2% ON
THE PREVIOUS YEAR



WE TOOK IN
401 DOGS AND
272 CATS FROM
OTHER RESCUE
CENTRES



OUR LOST DOGS
AND CATS LINE
CELEBRATED ITS
20TH ANNIVERSARY.
IT HELPED TO REUNITE
922 DOGS AND 352
CATS IN 2018 AND
MORE THAN 30,000
ANIMALS SINCE IT
WAS ESTABLISHED



OUR HISTORY

In October 2018, we started to work with our rich collection of historical materials including handwritten minute books, correspondence, legal records and photographs.

Our archive is evidence of Battersea's long-standing commitment to improve the lives of all dogs and cats since we were founded by Mary Tealby in 1860. By uncovering Battersea's historical and enduring impact on the welfare of dogs and cats, we are able to reflect upon – and be proud

of – Battersea's work through the decades, the value it has, and the strength of our voice today. From hand-written, leather-bound minute books since 1860, right through to our digital channels today, Battersea's history, imagery and incredible journey is being charted for the benefit of all.

The public will get a first glimpse of the archive when a new visitor centre opens in 2020, with an exhibition showcasing engaging stories from Battersea's past.



BATTERSEA HAS HELPED OVER 3.1 MILLION DOGS AND CATS DURING ITS 158-YEAR HISTORY

Canine Behaviourist Ali Taylor, one of the well-known faces from our ITV series, with her Battersea dog, Enid.



LOOKING AHEAD

Our new 2019–2023 Strategic Plan ‘Here for every dog and cat’ will enable us to help more dogs and cats in desperate need. The new Battersea Academy will allow us to support rescue and rehoming organisations across the world; we will continue to help more animals

beyond our gates by using our voice and influence to champion changes in the laws on breeding; we will support the crack-down on disreputable puppy farms and encourage the regulation of rescues and sanctuaries. Battersea will seek to change society’s perceptions

towards rescue animals to help more dogs and cats live with compassion, care and respect. We will promote rescue pets as the most desirable choice, advising people on how to make great decisions when choosing a new dog or cat.

BY 2023 WE WILL HAVE...

- Helped 320,000 dogs and cats through our existing and new centres, Battersea Communities, Battersea Academy, our grant-giving programme, and increasing the rescue sector's share of the pet market.
- Increased our number of centres, through acquisition or merger.
- Further enhanced Battersea's reputation as a sector leader and expert at home and abroad through the Battersea Academy.
- Increased our partnership working to enable shared campaigns and rescue activities.
- Reframed rescue and made it a more compelling proposition when getting a pet.
- Increased the prominence of the UK rescue sector, leading to tens of thousands of additional dogs and cats adopted annually.
- Raised standards in UK breeding practices by collaborating to enshrine new licensing laws, and established a regulatory framework for rescues, rehoming centres and sanctuaries.
- Connected more dogs and cats with people, by championing the human/animal bond.
- Promoted and reinforced our One Battersea approach, with continued, collaborative working across teams and centres.



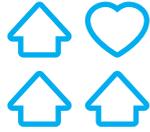
THE NEXT FIVE YEARS

Battersea's new Strategic Plan 2019–2023 has five themes:

- **Directly helping more dogs and cats in need:** Battersea will deliver a programme of service expansion, innovation and continuous improvement.
- **Reframing rescue:** Battersea will seek to change people's perceptions towards rescue animals to help more dogs and cats be treated with compassion, care and respect.
- **Our Voice:** Battersea will use our respected, authoritative and influential position as a leader in the sector to tackle existing and emerging animal welfare issues and to remove barriers to greater pet ownership.
- **Increasing Our Impact:** Battersea will extend our impact beyond our physical centres to help more animals by working in partnership with other dog and cat welfare organisations in the UK and around the world.
- **Our Enablers:** Battersea will ensure our people, income, technology and systems support the effective delivery of our Strategy.

We will identify opportunities for new centres, much-needed new intake kennels at Battersea Old Windsor, refurbish our London kennels, and enhance the overall visitor experience.

The new Strategic Plan will also establish Battersea Communities, comprising of networks of trained volunteer animal carers, in new locations, providing rehoming without the need for a conventional physical centre.



30,000+
ANIMALS REHOMED
FROM OUR EXISTING
THREE CENTRES



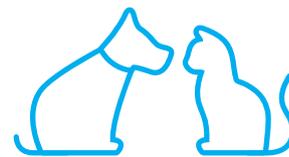
4,500
ANIMALS REHOMED
FROM A FOURTH
BATTERSEA CENTRE

IN NUMBERS

KEY STRATEGIC OUTCOMES OVER THE LIFE
OF THE 2019-2023 STRATEGIC PLAN ARE:



1,775
ANIMALS REHOMED
VIA BATTERSEA
COMMUNITIES



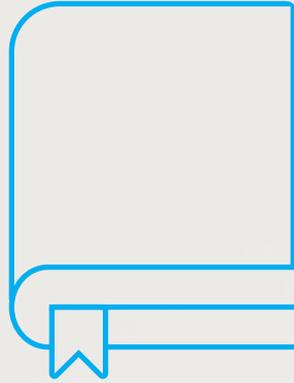
6,000 ANIMALS HELPED
ANNUALLY THROUGH
OUR THREE EXISTING
CENTRES



60,000 MORE ANIMALS
REHOMED BY THE UK
RESCUE SECTOR



70,000
ANIMALS HELPED BY
BATTERSEA GRANTS



**150,000 ANIMALS HELPED BY THE
BATTERSEA ACADEMY**





Guardia
FIRE EXTINGUISHER

WATTERSEA
HERE FOR EVERY DOG AND CAT

WATTERSEA
HERE FOR EVERY DOG AND CAT



UNCONDITIONAL CARE

BATTERSEA'S STAFF AND VOLUNTEERS WORK TIRELESSLY TO ACHIEVE THE BEST POSSIBLE OUTCOME FOR EVERY ANIMAL.

Battersea is not selective in the dogs and cats it takes in – we welcome every animal in need of our help, caring for them as long as it takes to rehome them. This approach means that we don't discriminate over the types of animals we receive. In 2018, Battersea helped many dogs and cats with very complex problems requiring specialist and often extensive care and rehabilitation from our veterinary and behavioural teams.

The ever-increasing numbers of young animals and fashionable breeds traded on various websites contributed to Battersea receiving 9% fewer puppies and 13% fewer kittens in 2018. But it's often animal rescues that pick up the pieces when owners can no longer care for the new puppies and kittens they've bought online, due to unforeseen veterinary or behavioural issues. In the first three months of 2018 alone, Battersea took in more than 100 dogs in need that had originally been bought online.

We always try to find the best possible outcome for every dog and cat that comes through our gates and in 2018 we were able to successfully reunite or rehome 88% of dogs and 93% of cats that came to us.



CASE STUDY

A TRUE TEAM EFFORT

On 1 October 2018, new laws came into force banning licensed sellers from dealing in puppies and kittens less than eight weeks old. On 23 December the Government also confirmed it will ban the sale of puppies and kittens by pet shops and other commercial dealers.

This had an immediate, dramatic impact on puppy farm dealers across the country, who are now getting rid of breeding bitches and stud dogs that will be of no use to them once the ban comes in.

Responding to this urgent problem, Battersea – along with other UK rescue centres – has been doing all we can to help these abandoned animals, offering them a new life and an opportunity to experience their first ever loving home.

Puppy farm dogs don't know life beyond a tiny, filthy cage, they've never been on a lead before or even been allowed into the daylight for a walk. Battersea is providing them with specialist care, medical treatment, and essential training. We are

rewarded every day by seeing them make progress and eventually go to a home where they will be loved and cared for.

Battersea's efforts to help dogs and cats outside our three centres has increased significantly in recent years, and will continue to do so through the vital work we are doing alongside other rescue centres to help animals that have come from puppy farms or bad breeders.

In 2018 our Animal Partnerships team worked with 32 other reputable organisations, receiving 401 dogs and 272 cats. Rescues we worked with included Hope Rescue, Crowfoot Kennels, Yorkshire Cats and The Scratching Post.

We've also been taking in and rehoming cats from Yorkshire Cat Rescue since 2016 to help them cope with the huge numbers of cats being brought to them. Thanks to our efforts, we have helped the centre clear their long waiting lists.

In 2018 we took in 401 dogs and 272 cats through working with other organisations



CASE STUDY

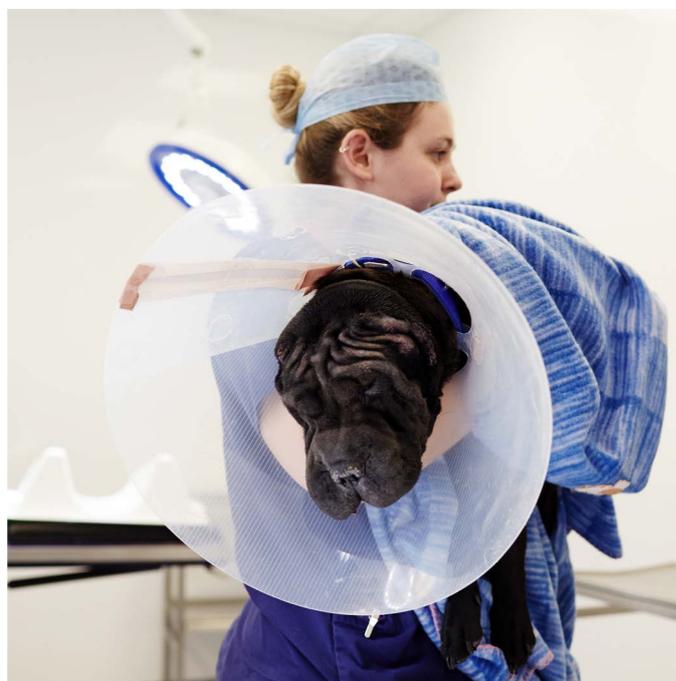
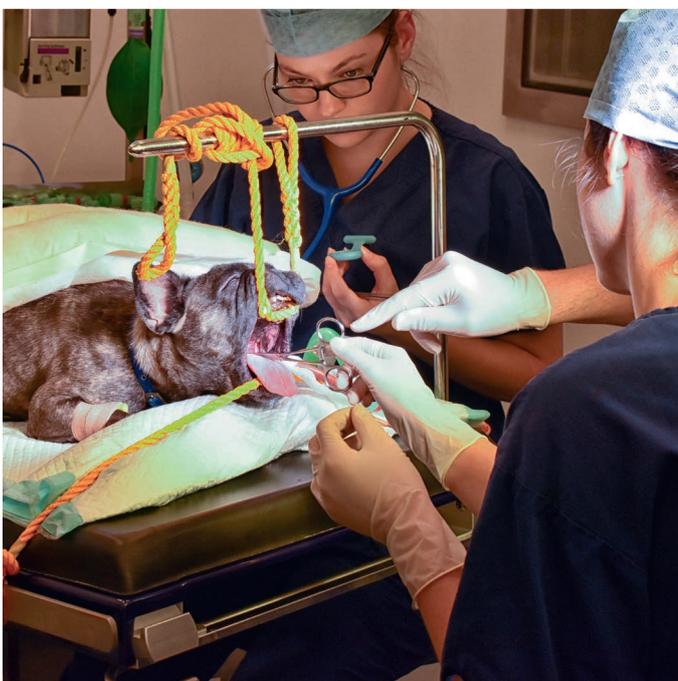
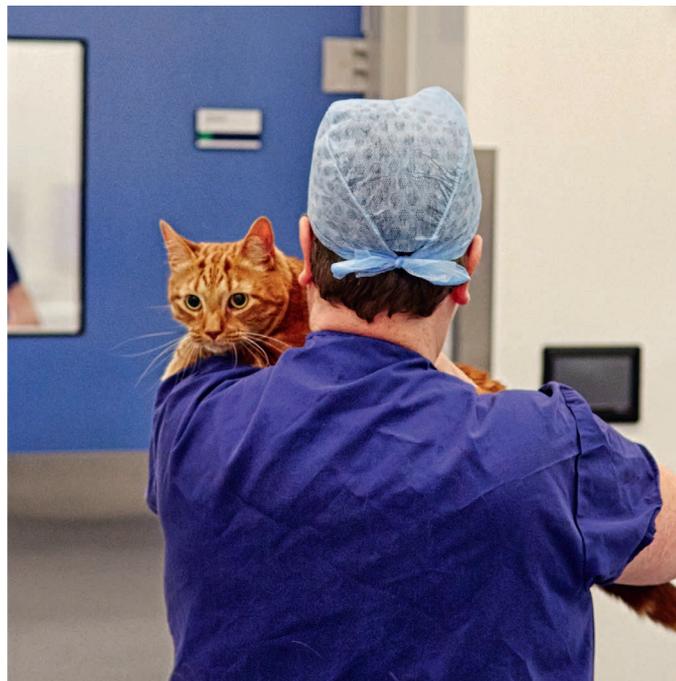
**REAL-LIFE RESCUE:
NIMBUS**

Sold online at just four weeks old, Nimbus was brought into Battersea when his new owner realised he was far younger than had been advertised. He'd been bought on a car boot sale app and arrived at our London centre frightened and covered in his own urine. Too young to clean himself, Nimbus had suffered scalding from the urine on his skin and was also very underweight. Our veterinary team cleaned him up and he was taken on foster by Veterinary Care Assistant Kate Brooks, who was able to provide the round-the-clock care that Nimbus needed after being separated from his mother at such a young age. Kate taught him how to eat, as he had not used a bowl before, and gave him soothing baths and eye drops for his constant eye infections.

It took several weeks to get Nimbus well enough to go to a new home. Battersea is seeing a huge rise in the number of animals brought into its centres after being sold online, and cases like this one show the perils of buying pets over the internet. Nimbus is just one example of an animal who was sold too young and in poor health. Many other animals bought online are reluctantly given up to rescue centres or sold on to someone else once their owners realise they cannot fully meet their pet's needs.

After being bought online, Nimbus arrived with us at just four weeks old and had to be taught how to feed and clean himself





CLINICAL EXPERTISE

Many dogs and cats arrive at Battersea needing little more than a check-up, vaccination, worming and flea treatment. However, others are in poor condition and it is up to our team of eight vets and 25 nurses to care for them. As the popularity of brachycephalic (flat-faced) dog breeds continues to grow, so do the number of these dogs being brought to us with serious health problems. In 2018 we took in 47 Pugs compared to 36 in 2014. We also took in 40 French Bulldogs, a huge

leap from eight that came through our gates in 2014. These dogs have been bred to have short, obstructed airways and often need major surgery just to be able to breathe. In 2018, our vets performed this highly complex Brachycephalic Obstructive Airway Syndrome (BOAS) surgery more than ever before in our history. In 2015, Battersea performed a total of seven BOAS surgeries. Only three years later, our vets had to perform this operation a staggering 62 times.



**62 BOAS SURGERIES
PERFORMED IN 2018,
A 70% INCREASE SINCE
2017 (36 SURGERIES)**



CREATURE COMFORTS

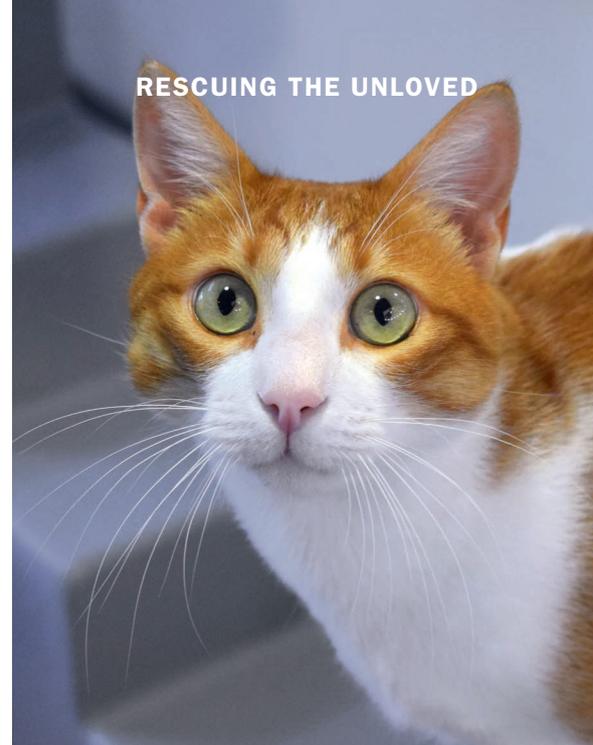
In 2018, Battersea made some vital improvements to operational facilities at all our centres, which would not have been possible without the generous funding and donations we receive from our valued supporters. At our Brands Hatch centre, donor contributions helped us build four new outdoor cat pens, providing improved accommodation and a stimulating environment for more independent cats used to being outdoors.

At Battersea Old Windsor, a new indoor exercise space for the centre's dogs was completed and will be used for a range of dog-related activities including training, introducing potential new owners to a dog, and dog agility demonstrations. Four new, large cattery pens were constructed, and improvements were also made to the existing kennel blocks. At our London centre, an activity

space was created within a disused railway arch, providing valuable stimulation for our dogs during wet or hot weather. Containing sand pits, puzzle games, sensory plants and agility equipment, this facility has been designed and created by staff and volunteers to provide dogs with an interesting space to explore and enjoy.

For those animals that find our kennels and catteries too overwhelming, the support and dedication of our foster carers proves invaluable. In 2018, 463 dogs and 385 cats were placed in temporary foster homes, enabling our staff to gain a valuable insight into how our animals respond to the sights, sounds, and comings and goings of a typical family home. In 2018 two of Battersea's long-standing foster carers were shortlisted for a prestigious CEVA Animal Welfare Award.

RESCUING THE UNLOVED



CASE STUDY

REAL-LIFE RESCUE: OSMOND

It is not uncommon for animals to arrive at Battersea with unusual stories, but it is rare for one to have travelled over 2,000 miles. This was the case for three-year-old Domestic Short-hair Osmond, found abandoned in a cardboard box on the streets of Cairo when he was just three weeks old. Luckily, the tiny kitten was taken in by the people who found him. When they left Egypt to return to the UK, Osmond came with them.

When Osmond's owners were sadly unable to continue looking after him due to a change in their circumstances, they brought him to our Brands Hatch centre. Staff and volunteers quickly grew to love his curious and vocal personality, and lucky Osmond became one of the first residents of the new garden pens, built in 2018 specifically to give independent cats somewhere to safely explore the outside world. Each of the three pens has steps to allow the cats to climb up high and look out over the surrounding fields, as well as a heated shed with cat-flaps to ensure they stay warm during winter. The pens also include solar-powered water fountains, non-toxic plants, outdoor litter areas and benches for human companions to sit on.

Adventurous Osmond enjoyed these new facilities immensely. He loved having visitors who would indulge his playful nature with a toy and would often cuddle up next to them. After 70 days at Brands Hatch, he set off on one more journey – to a new home in Hampshire.

LEADING THE WAY

BY SHARING KNOWLEDGE AND COLLABORATING
WITH OTHERS IN ANIMAL WELFARE, WE ARE
IMPROVING STANDARDS OF CARE WORLDWIDE.

Battersea is here for every dog and cat, not just those we see in our centres. Our respected, authoritative and influential voice has a proven record in bringing about policy and legislative change to benefit animal welfare, and 2018 was no exception. We had a wide range of successes, including influencing the Government to move forward on our campaign to increase maximum sentences for animal cruelty to five years. We also persuaded the Scottish Government to consult on the issue, with a view to passing legislation later in 2019.

Our efforts to help dogs and cats outside our centres continues to be a priority through the vital work we are doing alongside other rescues to help animals that have come from puppy farms or bad breeders. Our Animal Partnerships team worked with 32 reputable rescue organisations, receiving 401 dogs and 272 cats from them.

While Battersea can provide expert care to the animals that come to us, many rescue centres are less fortunate. We began to provide training and financial support to other organisations through the Battersea Academy and our new grant-giving programme. We believe that through working together we can help more dogs and cats in need.







Overseas animal rescue facilities such as this one in Cyprus can benefit from our support in many ways.



INTERNATIONAL EDUCATION

In late 2018, we launched the Battersea Academy, an international centre of excellence providing education and professional development to rescue and rehoming organisations from around the world.

Animal shelters worldwide are sadly all facing similar issues – a growing stray dog and cat population, endemic issues with animal cruelty, and a spread of infectious diseases. This leads to overcrowding in rescue centres and resources being stretched to breaking point. Using Battersea’s 158 years of experience,

the Academy’s programmes equip participants with the knowledge and skills they need to increase their organisation’s effectiveness and impact, thereby transforming the lives of many thousands of dogs and cats around the world.

Delivered at our London site, the Academy is open to any dog and cat rehoming or rescue organisation, from small, volunteer-run shelters to established rescues. Twenty-seven centres participated in the Battersea Academy in 2018, with delegates from Croatia, Australia and across

the UK, and we plan to share our expertise with 250 organisations over the next five years.

Alongside the Academy, Battersea’s new grant-making programme aims to support and build ongoing relationships with small animal rescues and shelters, with grants of £3,000 to £15,000. In 2018, 24 targeted grants were awarded to 19 UK organisations, improving the standards of practice and sustainability of rescue organisations and, ultimately, helping them to help many more dogs and cats.



The visiting delegation from India.

CASE STUDY

SHARING SKILLS

Romney House Cat Rescue attended the first Intensive Cat Programme run by the Battersea Academy in July 2018.

As a result of the knowledge gained on the programme, the centre has since made changes to its cleaning regime, introduced a traffic light system for tracking of cat welfare, and started to use a waiting list for cat intake rather than accepting every cat immediately. These changes have allowed staff to spend more time with each of the cats in their care.

Having attended the programme, Romney House was also able to apply for an Academy Change Programme Grant, which it used to refurbish one of its cat houses.

As a result of attending the programme and receiving the grant, Romney House has now been made an official Animal Partner, working with Battersea to provide the best outcome for cats in need of homes.

The Academy has also hosted programmes for delegates from India, with representatives from Friendicoes, Let's Live Together, Dharamsala Animal Rescue, and Friends of Animals Kottayam all benefiting from Battersea's knowledge and expertise.

The Australian Animal Protection Society also attended one of our first programmes in June 2018, to coincide with the building of their new centre. As a result of their learning, the AAPS made the decision to reduce the new centre's occupancy rate from 300 to 100 animals, to speed up the rehoming time for both dogs and cats. Construction of various new facilities is still underway, but in the meantime the AAPS have introduced a new tracking system in their cattery, reducing their rehoming time from 36 days to 16.

Our Academy team will be keeping in touch with all the delegates to find out how they're implementing their new knowledge back at home.

**Our Academy team
will be keeping in touch
with all the delegates**



Joyce 'Bubbles' Neal and her dog Maizie, who benefited from Wandsworth Council's decision to allow more tenants to own dogs.

PET FRIENDLY PROPERTIES

According to Government statistics, eight million households in the UK rent their homes, equalling 38% of all households, and this figure is predicted to rise to 40% by 2025. In London, the figure is even higher at an expected 60% by 2025. Unfortunately, 'Generation Rent' does not bring with it good news for pets and their owners.

Residents in social housing are particularly vulnerable to the barriers surrounding pet ownership. Although 'no pets' policies are common in private rentals, Battersea's 2018 research has revealed that 21% of London Councils and 64% of the capital's largest Housing Associations ban

owning dogs in flats with no direct garden or street access.

In November 2018, Battersea launched a new 'Pet Friendly Properties' campaign to help reduce the number of social housing tenants in London who are forced to give up a beloved pet or are denied the opportunity to have a dog or cat in the first place because of their housing situation.

Battersea offers Councils and Housing Associations advice on how they can review and improve their own policies around pets. We also offer training and advise tenants looking to own a pet in social housing.



64% OF HOUSING ASSOCIATIONS BAN DOGS IN FLATS WITH NO PRIVATE GARDEN OR FRONT DOOR



CASE STUDY

ANIMAL EVICTION

One tenant who was affected by Local Authority rules surrounding pet ownership is Chloe*, who was forced to bring her five-year-old Bichon Frise, named Barge, into Battersea after her London Housing Association flat came under new management.

Chloe, who had owned Barge since he was a puppy, was suddenly told she'd have to give him up, as tenants were no longer allowed to keep a dog in their flats if they didn't have a garden. The decision came as a surprise; Chloe had never had any complaints about Barge and he was well-liked by all her neighbours.

Luckily, Barge was happily rehomed and is now enjoying life with his new family. However, his story is just one of countless examples that illustrate why we are campaigning to make pets welcome in social housing accommodation. If tenants were given more flexibility around pet ownership, it would end the worry and heartache of not knowing if they'll be able to keep their pet – not to mention saving countless pets ending up homeless in animal shelters.

*name has been changed at case study's request

We are campaigning to make pets welcome in social housing accommodation



SUPPORTING LOCAL AUTHORITIES

Many Local Authority dog wardens struggle with limited training and resources. We continued to support Local Authorities across London – and around our Old Windsor and Brands Hatch centres – by providing training and formal support to dog wardens via the Stray Dog Support Programme (SDSP). The programme is designed to help Local Authorities and their kennel providers offer excellent standards of care for stray dogs. It has so far been rolled out to 15 Local Authorities and their kennel providers, bringing benefits to 830 stray dogs.



15 LOCAL AUTHORITIES RECEIVED TRAINING AND SUPPORT FROM BATTERSEA IN 2018, 10 MORE THAN IN 2017

Animal Welfare Minister David Rutley visiting Battersea to confirm the Government's commitment to banning third-party sales of puppies and kittens under six months old.



BRINGING ABOUT POSITIVE CHANGE IN THE UK

Battersea's work throughout 2018 also focused on our continued aim to improve life for animals across the UK. In April 2018, the Government passed new regulations surrounding the breeding and sale of dogs, making it illegal to sell a puppy or kitten under eight weeks of age. This was in line with our End Backstreet Breeding campaign. Battersea also influenced the Government's decision to ban the use of electronic shock collars on dogs, and to put an end to third

parties, such as pet shops, selling young dogs and cats to the public.

In 2018 we led the animal welfare sector in tackling cat welfare issues at a Parliamentary level, by setting up the first-ever All-Party Group on Cats (APGOCATS) with Cats Protection, initially to look at how cats can help combat loneliness.

Battersea's ability to influence animal welfare policy is strengthened by our Chief Executive,

Claire Horton, who is a strategic link between Government and the animal welfare sector. She champions the sector as Non-Executive Director on the Government's Animal Health and Welfare Board for England (AHWBE), represents AHWBE on the Canine and Feline Sector Group (CFSG), holds the Chairmanship of the Association of Dogs and Cats Homes (ADCH), and sits as a special advisor to the All-Party Group on Animal Welfare (APGAW) in Westminster.

CASE STUDY

**REAL LIFE RESCUE:
PHOEBE**

Phoebe arrived at Battersea's London centre as a stray after being found wandering the streets of North London with no owner in sight. The small Staffordshire Bull Terrier was emaciated but had very full mammary glands, showing that she had recently given birth to a litter of puppies. Her coat was in poor condition with patches of hair loss, she smelt bad, and, upon further testing, our veterinary team discovered she was anaemic due to being so severely underweight. She also did not have a microchip. It's likely that Phoebe was used for breeding so that her puppies could be sold for profit, then abandoned while she should still have been nursing her young. This is a huge ordeal for any dog to suffer, especially one who was estimated to be only just over one year old.

Following our campaigning for a clampdown on unscrupulous and unregulated backstreet breeders, we were thrilled to see the passing of new regulations in April 2018 that will now protect dogs like Phoebe from being used as breeding machines with no regard for their welfare. Among the measures now enshrined in law are a requirement for anyone breeding more than two litters of puppies to have a licence, and for all online puppy adverts to show the seller's licence details. Importantly it is now illegal to sell any puppy under eight weeks of age to anyone. These changes came about thanks to our End Backstreet Breeding campaign and we are optimistic this will now help clamp down on the cruel practice of forcing dogs to live in horrible conditions while giving birth to litter after litter.

Luckily for Phoebe, while at Battersea she received the expert veterinary care she so desperately needed and soon began to regain weight. Despite her tragic story, Phoebe recovered well thanks to the dedicated care she received from Battersea staff and her foster carers, and was soon rehomed to a new, loving family to begin her next chapter in life.

It is now illegal to sell any puppy under eight weeks old to anyone



Phoebe made a full recovery after being brought into Battersea in appalling condition (below).





RESCUE IS BEST

BATTERSEA IS RESPONDING TO THE RISE IN ONLINE PET SALES BY PROMOTING THE BENEFITS OF REHOMING A RESCUE ANIMAL.

At Battersea, we believe that rehoming a rescue dog or cat really does provide the very best possible outcome, for both the animal and their new owner. However, 2018 sadly saw the number of pets sold online increasing. This can often result in people ending up with an animal they are unable to care for medically or behaviourally, which they then bring to a rescue centre like Battersea.

In response to this ongoing challenge, Battersea implemented various new ways to try and combat the rise of pets being sold online. By advertising on websites such as Gumtree, we aimed to promote the

benefits of rescue animals across the country and disrupt the problem at its source. Our digital team also used targeted advertising to direct our online ads at people directly searching for dogs and cats online.

Alongside this, we invested in developing our online rehoming processes to make applying to rehome an animal as straightforward as possible.

We also focused on developing the skills of our customer service staff. By the end of 2018, we were able to ensure that our phone operators were answering 90% of calls as they came in.



A NEW DOG FOR SALE
ADVERT IS CREATED
ONLINE EVERY TWO
MINUTES, WITH A NEW
CAT ADVERT EVERY
FOUR MINUTES



INCREASING AWARENESS

Battersea refreshed its brand in 2018. Unveiled in April, the new brand accompanied an ambitious integrated marketing campaign, including Battersea's first brand TV advert and content across our digital platforms. Popular video series such as 'Through the Catflap', 'Made in Battersea', and 'What They Did Next' helped us grow our social media following by over 100,000 people, reaching new audiences of potential rehomingers.

We want to ensure people think of Battersea first when considering acquiring a dog or cat. To support this, we launched a new digital advertising strategy in 2018, designed to target people looking for a new pet. This resulted in our adverts being seen more than 42 million times online. Raising awareness through marketing and innovating our online platforms also resulted in a 35% increase in online donation income and a 50%

increase in visits to our online shop. Battersea reached millions of homes in the country – and internationally – thanks to our award-winning ITV series *Paul O'Grady: For the Love of Dogs*. Started in 2012, the series helps ensure Battersea is a much-loved household name. The total amount of viewers for series seven, programme repeats and the Christmas Day Special, was a staggering 73 million (up from 65 million in 2017).

We also took some of our rescue dogs to relax on the sofas in the windows of furniture stores on London's Tottenham Court Road. Many new potential rehomingers were inspired to consider the idea of welcoming a dog into their home.

We also promoted the many benefits of rescue animals to the public at events such as Crufts, Discover Dogs, Game Fair, Countryfile Live and the Royal Windsor Horse Show.



**1,334 DOGS AND 926
CATS WERE REHOMED
BY BATTERSEA OUTSIDE
OF LONDON IN 2018**



CASE STUDY

REAL-LIFE RESCUE: TESS

With a reputation that reaches well beyond the boundaries of South East England, many people will travel a long way to rehome a Battersea animal. But it's not every day that a Battersea dog or cat is rehomed to somewhere quite as grand as Hunterston House. The beautiful manor in rural Ayrshire, Scotland, is used as a filming location for programmes such as *Outlander* and *Jonathan Creek*, and has had many celebrity visitors grace its halls.

Fittingly, its newest resident, Tess the Jack Russell Terrier, is not short of star quality herself. Tess was handed

in to Battersea Old Windsor when her previous owner's circumstances changed. The friendly and excitable young Terrier spent several weeks in kennels waiting for the perfect home. Little did she know that her new home would be a manor house more than 400 miles away.

Mary Ross works as a housekeeper at Hunterston House and had been searching for a dog for several months before contacting Battersea. After travelling to our Old Windsor centre to meet Tess, she quickly decided she was the dog for her, and it wasn't long before

the pair were making the seven-hour car journey back to Scotland. Tess is just one of many pets that are rehomed by Battersea across the UK. Last year we rehomed 1,334 dogs and 926 cats to towns and cities outside London.

Tess has settled in wonderfully to her new home and enjoys daily walks to the local forest and nearby beach. It's thanks to our far-reaching – and highly respected – reputation that people such as Mary, are often willing to travel far and wide to visit Battersea when looking to rehome a rescue dog or cat.



FINDING THE RIGHT HOMES

Not all animals who arrive at our centres are suited to a family home. Due to our non-selective intake policy, we often receive dogs and cats with differing behavioural needs. Then we look beyond traditional homes, across the UK.

In 2018, 41 Battersea dogs were rehomed with the help of specialist Breed Rescues. Representing a 50% reduction on 2017, this reflected our own renewed efforts to work with, and successfully rehome, more challenging dogs. Battersea is recognised by the Kennel Club as the only major welfare charity working effectively with its extensive Breed Rescue network.

Our Working Dog Manager placed 16 dogs (including the very first Staffordshire Bull Terrier) in 10 different outlets, including HM Prison Service, two police forces, a fire service search team and fellow charities Medical Detection Dogs and Support Dogs UK. A first Working Cat Co-ordinator was recruited, and 104 cats considered unsuitable for traditional homes went to rural outlets, like farms.

Our Lost Dogs & Cats Line celebrated its 20th anniversary of reuniting lost animals with their original owners and received 2,970 'lost' reports and 3,052 'found' reports by year end. Since it was launched in 1998, the service has reunited over 30,000 lost dogs and cats with their owners.



16 WORKING DOGS WERE PLACED IN DIFFERENT OUTLETS WHILE 104 CATS WENT TO RURAL OUTLETS



Working dogs manager, Jeff Moore, with Cookie.

CASE STUDY

FIRST RECRUIT

Battersea was thrilled when HMP Six Counties Search Dogs rehomed six-year-old Staffordshire Bull Terrier Cookie as a drug detection dog. Cookie is the first of her breed to hold such an important role within the prison service.

During her 56-day stay at Battersea, staff noticed Cookie had exceptional agility skills and was extremely good at channelling her energy into games and activities.

Battersea's Working Dogs Manager, Jeff Moore, recalls, "From her first session, Cookie showed great potential, so we were really hopeful that she'd be able to find a working home that would be well-suited to her needs.

"She's very sociable, clever, and a very high-energy dog, so I knew that in the right setting she could channel all that into doing something great."

Cookie is now a fully qualified drug-detection dog and has already helped uncover three different hauls of illegal substances. Jeff says, "Cookie is a prime example of how dogs of any breed shouldn't be judged on their looks or 'reputation' alone. Any dog who is smart and loves the mental and physical stimulation of training has the potential to be an incredible working dog."

He adds, "I really hope that dogs like Cookie can help to pave the way for more unusual breeds to become successful working dogs."

OUR PEOPLE

WITHOUT OUR INCREDIBLE STAFF,
VOLUNTEERS AND SUPPORTERS,
BATTERSEA WOULD NOT BE ABLE TO
CONTINUE ALL THE HARD WORK WE DO
TO HELP DOGS AND CATS.

Battersea supports its staff and volunteers in every way and this was reflected in our 2018 Staff Survey. There was an 89% positive response, 10% higher than the voluntary sector benchmark. Ongoing and new opportunities for development throughout the year also saw 22% more staff obtain internal career progression than in 2017, and our unplanned staff turnover reduce to 17%.

We are committed to developing our staff and volunteers to enable them to deliver Battersea's strategic ambitions and progress their careers. In 2018 we identified staff learning needs and delivered bespoke solutions. We also further developed our management training, including developing coaching skills in managers to support an organisation-wide coaching culture. We continued to expand our expertise in animal welfare,

delivering further specialist training to our animal teams.

Staff across all three sites had long been experiencing challenges in their daily duties as internet capacity started to struggle, so our IT team carried out extensive monitoring and analysis before selecting the necessary upgrades to implement. Now, all staff that rely on tech to monitor animals and chart their progress have stronger systems and more reliable data.

As a result of the launch of our new brand, animal-facing staff could have input on the clothing and equipment they would prefer, in order to best perform their duties in comfort and to an even higher standard of professionalism and care. Our old branded uniforms were used by our 'Made in Battersea' craft group, who used them to create an incredible range of dog and cat toys.



TERSEA





OUR VOLUNTEERS

Implementation of our Volunteering Strategy was completed in 2018. This three-year plan included a programme of initiatives, which resulted in an impressive increase in volunteer retention. In 2018, the average length of stay for our volunteers rose to 41 months, and we were supported by 854 volunteers across Battersea.

Battersea was also honoured with an Investing in Volunteers (IiV) accreditation in February. The IiV is the UK quality standard for all organisations that involve volunteers in their work. In order to obtain this award, our Volunteering and

Fostering team underwent a period of intense scrutiny, including 55 consultations and a full examination of all our relevant policies, procedures and ways of communicating.

We also celebrated our wonderful volunteers by hosting the second annual Volunteering and Fostering Conference, held at the stunning Royal Holloway University in June. Bringing together 85 Battersea volunteers and foster carers, a series of internal and external speakers gave talks to inspire and encourage our volunteers, and thank them for all their incredible support.



**IN 2018 ALONE,
VOLUNTEERS AND
FOSTER CARERS
DONATED 149,000
HOURS TO BATTERSEA,
A YEAR-ON-YEAR
INCREASE OF 9%**



THANK YOU!

In 2018 Battersea raised £23.8m from generous individuals, companies and charitable trusts. Without this fantastic support none of our work would be possible. The monies raised and donated fund every aspect of a Battersea animal's journey – from arrival to medical care, behavioural training and finding a new home.

Battersea was hugely fortunate to benefit from the generous support of over 100,000 people who donated to us regularly, either by monthly direct debit or by playing our Paw Draw Lottery. Thousands have let us know they have remembered Battersea in their Will and more than

3,000 humans and many canines took on our brilliant Muddy Dog Challenge, baked cakes, knitted toys, shook buckets or ran marathons.

Whether your support comes from attending an event, sending a cheque, a direct debit, our raffle, making a grant or delivering a corporate partnership, we are hugely grateful. With every penny we can help more dogs and cats in need.

Our supporters are also generous with their time. Our Battersea Voices volunteers are invaluable, as they speak to communities about our work and how to support us. We couldn't

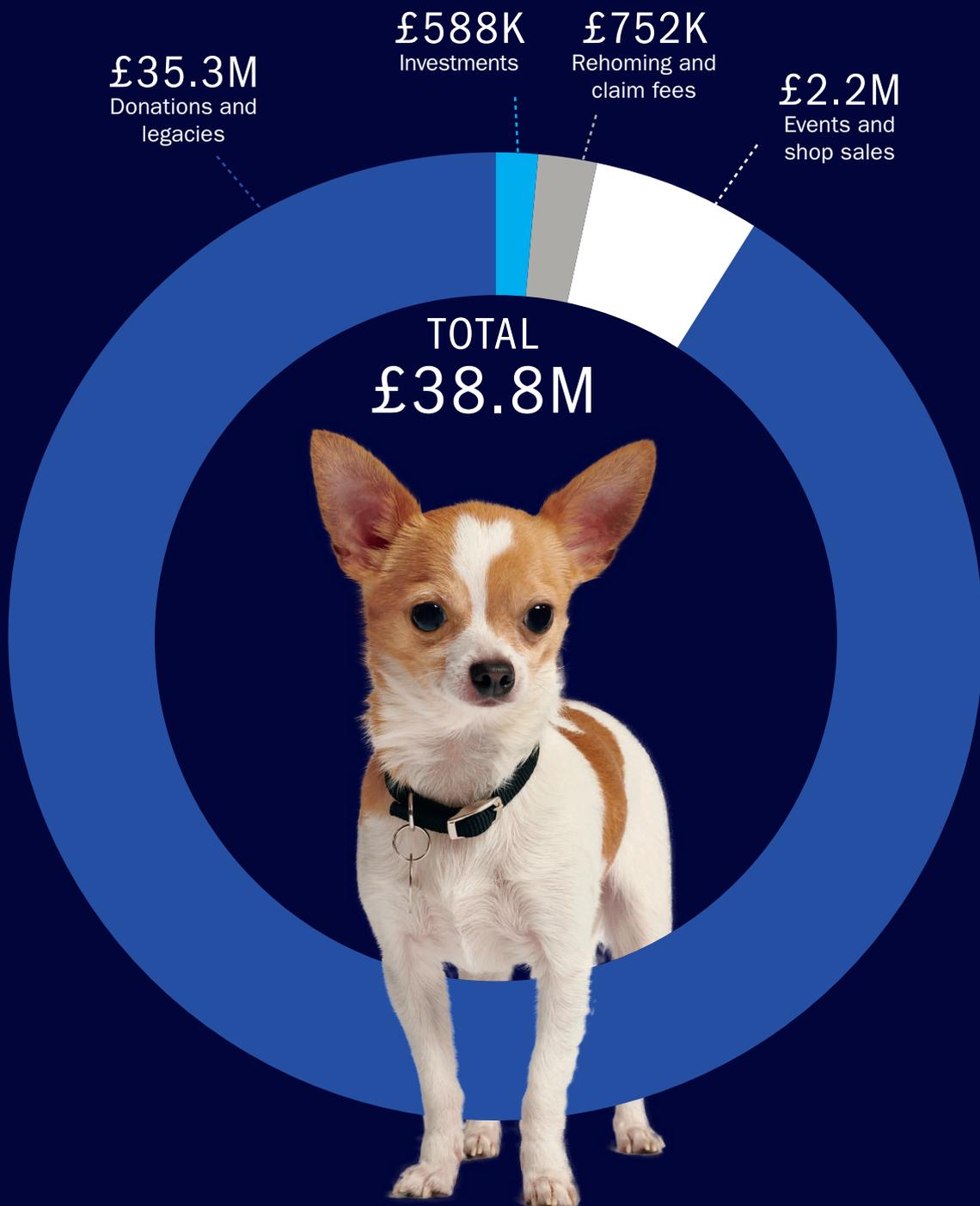
run our Events programme without an army of over 700 volunteers.

Our flagship fundraising gala ball can only be delivered with the fantastic support of our Collars & Coats Committee and Corporate Engagement Board. Our Development Board and Giving Circle members underpin our Philanthropy programme, leading the fundraising for our major projects.

We are enormously grateful to all our supporters who give their time and money so generously. Together we can improve the lives of the dogs and cats who urgently need our help.

INCOME

2018 income of £38.4m, excluding gifts in kind, was £1.1m lower than the previous year. This reduction was driven by year-on-year decline in legacy income of £1.9m, as a result of a depressed housing market in the South East of England partly due to uncertainties around Brexit, as well as the absence of any individual high-value legacies comparable to those received in 2017. However, donations were £0.4m up on last year, which can be attributed to the introduction of our new Paw Draw Lottery.



EXPENDITURE

We are pleased to be able to increase the amount we spent on caring for animals at Battersea and the amount spent on increasing awareness of our work and educating the public about issues around responsible pet ownership. In total, this was £24.5m, £3.3m higher than expenditure in 2017.

Overall expenditure in the year of £39.9m, excluding gifts in kind and capital, increased by £7.4m from 2017. This increase was due to the launch of the international Battersea Academy and grant-giving programmes to extend our impact in animal welfare, depreciation charges incurred as a result of the continuing animal facilities and site development programme, and continued investment in fundraising and developing new income streams.



£51,000
WAS INVESTED EVERY DAY TO CARE FOR OUR DOGS AND CATS ACROSS ALL THREE CENTRES IN 2018



THE CLASS OF 2018

DOGS

| | | | | | |
|---------------------------------|-----|----------------------------|-----|------------------------------|--------------|
| Akita | 34 | Harrier | 2 | Siberian Husky | 55 |
| Alaskan Malamute | 21 | Hungarian Vizsla | 4 | Spaniel: Cavalier KC | 14 |
| Anatolian Shepherd Dog | 2 | Irish Wolfhound | 1 | Spaniel: Clumber | 1 |
| Australian Kelpie | 2 | Labradoodle | 7 | Spaniel: Cocker | 43 |
| Australian Shepherd | 1 | Labrador | 82 | Spaniel: English Cocker | 22 |
| Basenji | 1 | Lancashire Heeler | 1 | Spaniel: English Springer | 34 |
| Basset Hound | 4 | Lhasa Apso | 6 | Spaniel: King Charles | 1 |
| Bavarian Mountain Hound | 1 | Lurcher | 156 | Spaniel: Other | 2 |
| Beagle | 65 | Maltese | 8 | Spaniel: Tibetan | 1 |
| Belgian Shepherd Dog | 9 | Mastiff: Bull | 44 | Spanish Water Dog | 1 |
| Bichon Frise | 56 | Mastiff: Old English | 2 | Spitz: German | 17 |
| Bolognese | 1 | Miniature Pinscher | 2 | St Bernard | 2 |
| Boxer | 11 | Mongrel | 532 | Swedish Vallhund | 1 |
| Bulldog | 21 | Munsterlander | 1 | Terrier: Bedlington | 3 |
| Bulldog: Alapaha Blue Blood | 1 | Northern Inuit | 1 | Terrier: Border | 9 |
| Bulldog: American | 57 | Old English Sheepdog | 1 | Terrier: Boston | 2 |
| Bulldog: French | 40 | Papillon | 4 | Terrier: Cairn | 10 |
| Bulldog: Old Tyme | 16 | Pekingese | 3 | Terrier: English Bull | 20 |
| Canary Dog | 6 | Pointer | 2 | Terrier: Fox Smooth-hair | 2 |
| Cane Corso | 10 | Pointer: German Short-hair | 3 | Terrier: Fox Wire-hair | 3 |
| Caucasian Shepherd | 1 | Pointer: German Wire-hair | 3 | Terrier: Irish | 1 |
| Chihuahua: Long-hair | 14 | Pomeranian | 25 | Terrier: Jack Russell | 251 |
| Chihuahua: Smooth-hair | 72 | Poodle Miniature | 1 | Terrier: Lakeland | 9 |
| Chinese Crested | 1 | Poodle: Miniature | 5 | Terrier: Maltese | 4 |
| Chow Chow | 2 | Poodle: Standard | 2 | Terrier: Norfolk | 1 |
| Collie | 10 | Poodle: Toy | 11 | Terrier: Parson Russell | 18 |
| Collie: Bearded | 1 | Portuguese Podengro | 1 | Terrier: Patterdale | 45 |
| Collie: Border | 41 | Pug | 46 | Terrier: Pit Bull | 32 |
| Corgi Welsh: Cardigan | 1 | Pyrenean Mountain Dog | 1 | Terrier: Scottish | 7 |
| Corgi Welsh: Pembroke | 1 | Retriever: Flat-coated | 1 | Terrier: Staff Bull | 551 |
| Coton De Tulear | 1 | Retriever: Golden | 13 | Terrier: Tibetan | 1 |
| Dachshund: Mini Smooth-hair | 12 | Rhodesian Ridgeback | 2 | Terrier: Welsh | 3 |
| Dachshund: Standard Smooth-hair | 7 | Rottweiler | 56 | Terrier: West Highland White | 30 |
| Dobermann | 9 | Saluki | 25 | Terrier: Yorkshire | 110 |
| Dogue de Bordeaux | 16 | Schnauzer: Giant | 1 | Thai Ridgeback | 1 |
| Estrela Mountain Dog | 1 | Schnauzer: Miniature | 7 | Tibetan Mastiff | 3 |
| Foxhound | 3 | Schnauzer: Standard | 1 | Weimaraner | 4 |
| German Shepherd | 77 | Setter: Irish | 1 | Whippet | 26 |
| Great Dane | 5 | Setter: Irish Red & White | 1 | Grand Total | 3,282 |
| Greyhound | 125 | Shar-Pei | 59 | | |
| Greyhound: Italian | 1 | Shih Tzu | 58 | | |

CATS

| | |
|---------------------------------|--------------|
| Bengal | 26 |
| Birman | 3 |
| British Blue | 1 |
| British Short-hair | 24 |
| Burmese | 8 |
| Chinchilla (Persian): Long-hair | 2 |
| Cornish Rex | 1 |
| Domestic Long-hair | 134 |
| Domestic Medium-hair | 171 |
| Domestic Short-hair | 2,002 |
| Exotic Short-hair | 1 |
| Himalayan | 3 |
| Maine Coon | 9 |
| Manx | 1 |
| Norwegian Forest | 3 |
| Oriental Short-hair | 3 |
| Other (including blank) | 10 |
| Persian | 6 |
| Ragdoll | 13 |
| Russian Blue | 5 |
| Scottish Fold | 1 |
| Selkirk Rex | 1 |
| Siamese | 10 |
| Somali | 3 |
| Sphynx | 5 |
| Tonkinese | 1 |
| Grand Total | 2,447 |



BATTERSEA HELPED 6,857 ANIMALS IN 2018, INCLUDING THOSE PRESENT AT THE START OF THE YEAR AND ANIMALS THAT WERE REUNITED WITH THEIR OWNERS OFF-SITE (NOT INCLUDED IN THIS LIST)

OUR PARTNERS

Throughout 2018 Battersea has received incredible support from our corporate and charitable trust partners. Together we delivered groundbreaking work – from our world-class Veterinary Hospital, to new state-of-the-art facilities for our dogs and cats, to innovative training in animal behaviour. Battersea has been particularly blessed with fantastic backing from the generous players of People’s Postcode Lottery, who made a massive difference to our vital work.

Our wonderful partners, and the support and legacies we receive from the public, make all Battersea’s work possible. They fund every stage of our animals’ journey, from the moment they first arrive, to going to a safe and happy new home. On behalf of our dogs and cats, thank you.



People's Postcode Lottery

Players of People's Postcode Lottery support Battersea across many areas of our work. Thirty-two per cent of all ticket revenue goes to helping charities like Battersea and, through the Postcode Animal Trust, Battersea has received £2.9m since 2014. In 2018, players supported work to enable Battersea's veterinary teams to carry out over 4,000 vital operations and enabled Battersea to discover the perfect outlet for 104 cats that wanted an independent, rural lifestyle.



Mars Petcare

Mars Petcare continue to feed all of the dogs and cats at Battersea, providing Pedigree and Whiskas for the animals in our care. We would also like to thank them for continuing to raise funds for Battersea, giving £100,000 in 2018. Mars Petcare teamed up with Tesco to raise money for Battersea by giving 15p per pack from Mars Pet care products sold in Tesco during a selected promotional period. We were thrilled to be part of this great campaign which ran in-store and online.



BGC Partners

Battersea was selected to take part in the 2018 BGC charity trading day, where BGC remember friends and colleagues lost on 9/11. The BGC Group donates 100% of its global revenues on September 11th, with each charity in attendance receiving a donation.



Liverpool Victoria

Liverpool Victoria (LV=) kindly continued their support of Battersea's Agility Display team, formed of talented rehomed Battersea dogs that perform in shows, as well as renewing their Headline Sponsorship of the Muddy Dog Challenge in 2018.



Petplan

We have worked closely with Petplan since 2012. All dogs and cats rehomed by Battersea are kindly offered four weeks' free insurance cover by Petplan® and so far we have raised over £1.5m in commission. For every adopter who continues to take out a full Petplan® policy, Battersea receives 10% of the premium in commission and a further 10% each year the policy is renewed*.

*Only applicable when there is no break in cover. Petplan is a trading name of Pet Plan Limited and Allianz Insurance plc.



Vets4Pets

Since our partnership started in July 2017, Vets4Pets and Companion Care Vets have offered everyone who rehomes a dog or cat from Battersea their Vac4Life Health Plan for free. The plan includes free vaccinations for life, as well as a free veterinary consultation. In 2018 Vets4Pets also supported Battersea's Collars & Coats Gala Ball as the proud Headline Sponsor.

WHO'S WHO

OUR PEOPLE IN 2018

PATRON

Her Royal Highness The Duchess of Cornwall, GCVO

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

Amanda Burton

Vice Chairman

Anne Montgomery

Honorary Treasurer

Lydia Lee-Crossett

Sophie Andrews OBE

Patrick Aylmer

Kari Daniels

Brian Dunk

Alan Martin

Cassie Newman

Matthew Pead

David Turner

Bradley Viner

DIRECTORS

Chief Executive

Claire Horton

Director of Finance & Corporate Services

Howard Beeston

Director of Human Resources

Bryony Glenn

Director of Operations & Deputy Chief Executive

Peter Laurie

Director of Marketing & Commercial

Sarah Matthews

Director of Communications & External Affairs

Dee McIntosh

Director of Veterinary Services

Shaun Opperman

Director of Fundraising

Liz Tait

OUR AMBASSADORS

David Gandy

Amanda Holden

Paul O'Grady MBE

Dame Jacqueline Wilson DBE

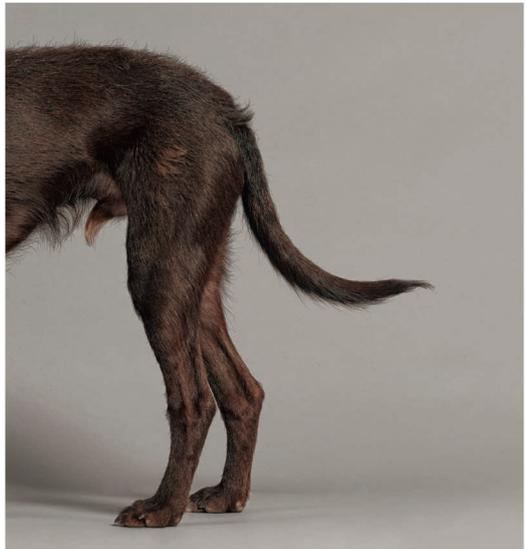
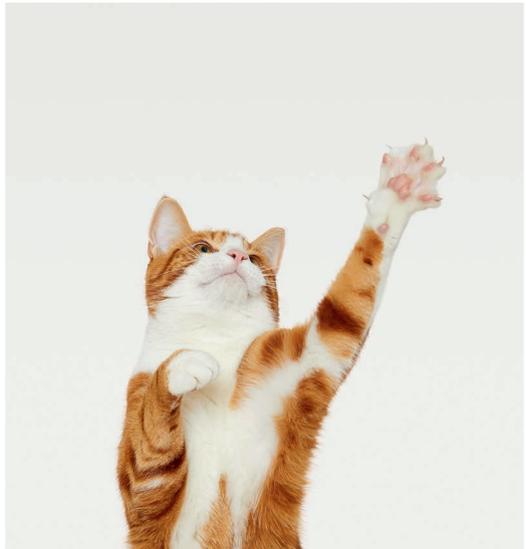
Anthony Head

Sarah Fisher



FOR OUR FOUNDER

THIS IMPACT REPORT IS
DEDICATED TO THE HONOURED
MEMORY OF THE LATE MRS MARY
TEALBY, THE FOUNDRRESS AND
UNWEARIED BENEFACTOR OF
THIS INSTITUTION



BATTERSEA DOGS & CATS HOME

4 BATTERSEA PARK ROAD
LONDON SW8 4AA

BATTERSEA OLD WINDSOR

PRIEST HILL, OLD WINDSOR
BERKSHIRE SL4 2JN

BATTERSEA BRANDS HATCH

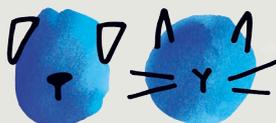
CROWHURST LANE, ASH
KENT TN15 7HH

0800 001 4444

INFO@BATTERSEA.ORG.UK

BATTERSEA.ORG.UK

Patron HRH The Duchess of Cornwall, GCVO
President HRH Prince Michael of Kent, GCVO



BATTERSEA

HERE FOR EVERY DOG AND CAT