



Battersea Dogs & Cats Home
Annual Review 2008
Part One:

BEYOND BATTERSEA

The outside
influences that
affect our work



Part One

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Animal intake
In 2008, we took in over
700 dogs every month.



In 2008, Battersea Dogs & Cats Home took in 8,780 dogs and 2,862 cats.

80% of the dogs arrived as strays – over 1,100 more than the year before.

That adds up to over 7,000 dogs lost or abandoned on the streets of London.

To understand how and why, we need to look at the bigger picture.



Changing times
2008 saw a trend towards more stray dogs and more bull breeds.



NEW LAWS ON STRAY DOGS
Police kennels are closed.

BEFORE:
Over 100 police kennels

AFTER:
Around 10 reception centres

System shake-up
Local authorities are now responsible for lost and stray dogs.

This year, all responsibility for lost and stray dogs passed from the police to local authorities. The impact on Battersea Dogs & Cats Home was immediate and dramatic.

Back in 2002, Defra carried out a review of the legislative framework for providing and maintaining a clean and safe local environment. It found that the powers, duties and guidance for dealing with problems associated with local environmental quality were not working as effectively as they should be.

The resulting Clean Neighbourhoods and Environment Act (CNEA) came into force in 2005 and covered a wide range of 'environment' issues, including crime and disorder, vehicles, litter and refuse, waste, noise, architecture and the built environment – and dogs...

In April 2006, Dog Bylaws were replaced by Dog Control Orders, which enable local authorities to decide where dogs can be exercised in the local areas, parks and open spaces under their control. The final aspect of the dog-related provisions on responsibility for stray dogs did not come into force until 6 April 2008, when the CNEA relieved the Police of its responsibilities for stray dogs, thereby transferring full responsibility to local authorities.

What this means for us

Before this change there were over 100 police stations in the Greater London area that had kennels for lost dogs, and from which we collected dogs on a daily basis. Once the Police no longer accepted stray dogs, the number of facilities shrank to around 10, including local authority holding kennels used by animal wardens and Battersea Dogs & Cats Home. As a result, animal wardens from many London boroughs started to bring stray dogs straight to Battersea.

We also saw an increase in the numbers of dogs coming in to the Home as strays. With the closure of local police kennels, dogs were less likely to be reunited with their owners in their locality as animal wardens and the public now brought them all the way to Battersea. Many people did not know how the new system worked and simply did not know where to look for their lost pet.

Throughout the year we continued to publicise the changes and discussed the situation with the London boroughs. We forged stronger relationships with many of them, especially those nearest to us.

The economic downturn was seldom out of the headlines in 2008. Almost everyone felt the impact of the country's worsening financial situation – and pet owners were no exception.

When unemployment, house repossessions and mortgage arrears rise and disposable income drops, the family dog or cat can become an unaffordable luxury for some owners. This year, pressures on housing in London also meant that more landlords banned pets from their properties. Some local authorities reacted to social problems with dogs by introducing more stringent rules, some with cost implications such as compulsory microchipping. Unfortunately, anything that makes pet ownership more difficult can be too much for some.

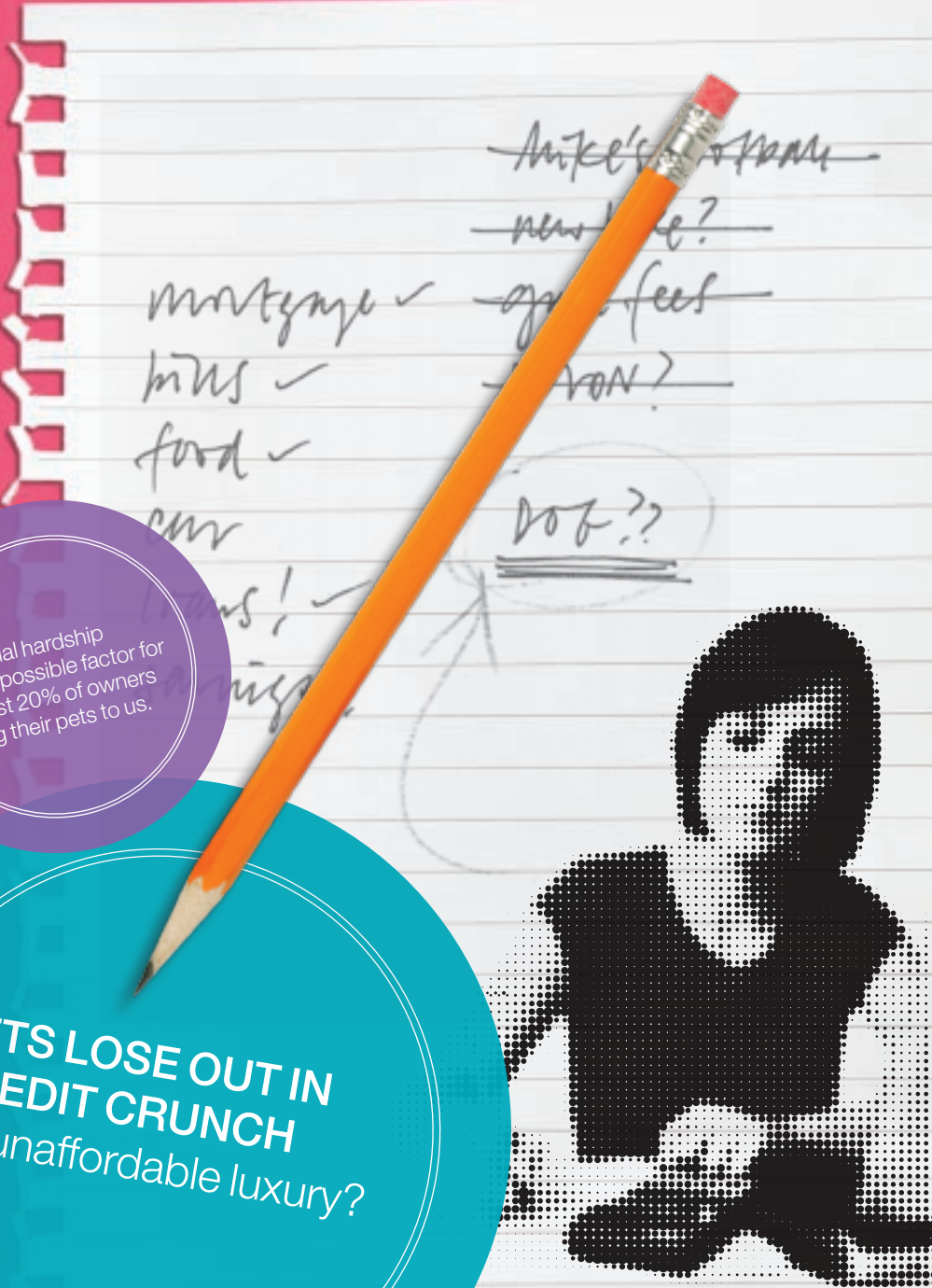
What this means for us

When pets become a luxury and spending money is scarce, we see an increase in the numbers of dogs and cats at Battersea. Most people blame having to give up their dog or cat on the pet rather than their personal circumstances so this can be quite difficult to prove. However, around 20% of the people who contacted us to take in their dog said it was because they couldn't afford it any more, or due to a change in circumstances, or their landlord no longer allowed them to keep it.

It is unfortunate, but we still encourage people to bring their dog or cat to us if they have to give it up. This way we keep the number of strays down, and glean as much information about the dog or cat as possible, which helps us to care for it during its stay and find a suitable new home for it.

The downturn in the economy also affects income from charitable donations. A study carried out by the Institute of Fundraising, which surveyed 362 charities, found that the average charity's income was stable, but income from legacies, trusts and corporations was down. Charities are not expecting a growth in income, but are wary of predicting what the next few years may hold for them. It is as difficult for us as for other organisations to predict what will happen in the near future.

Despite the economic downturn which affected property prices and the value of investments, our income in 2008 increased by a small percentage on 2007 figures. This was thanks to increased income from legacies. Donations diminished, however, probably as our supporters were directly affected by the worsening economic situation. The value of our investments fell during the year and, while any fall in the value of investments is a concern, this was reflected by falls in the UK stockmarket – in fact, the income we receive from investments fell only slightly over the previous year.



WHY GOOD BREEDING MATTERS

Tackling 'back-street' breeders.

STAFF PUPS
FOR CASH
LONDON
06327242

BADLY TREATED

POOR CONDITIONS

OVERBRED

Unregulated breeding makes disease and behaviour problems more prevalent.

4.6% of Battersea dogs came from "a stranger"

40% came from "friends or family"

Issues facing the world of pedigree dog breeding became common knowledge in 2008. There is another, less publicised breeding issue, and inner-city rescue centres like Battersea are bearing the brunt of it.

Fortunately, we are relatively unaffected by the issues brought to light in the BBC TV programme *Pedigree Dogs Exposed*, as we don't receive many pure-bred dogs with in-bred genetic defects. The dogs we take in are affected by a different kind of breeding: an increase in unscrupulous 'back-street' breeders who sell their dogs in person or via the Internet.

In addition, many people are still not taking the time to research the implications of having a pet. There is a common pattern to their stories. They decide to get a puppy, often from an untrustworthy source that provides them with no advice or understanding of the requirements of the dog. Six months later, they have an under-socialised and untrained adolescent dog on their hands, not getting the physical and mental stimulation it needs. The owners feel that they can no longer cope with the dog's behaviour and give it up. Whether they allow it to stray, get rid of the dog to friends or family members, or sell it, they often pass on the problem – and are probably making it worse.

These are the issues on which more the stringent dog ownership rules set by local authorities and landlords can have a positive effect. By limiting ownership or making it more difficult, unscrupulous breeding and related issues can be discouraged and start to be controlled.

What this means for us

We see the evidence of irresponsible breeding every day. Many bull breeds suffer from skin conditions such as demodex mange and allergic skin conditions which are tricky and lengthy to treat, putting extra pressures on our veterinary team and delaying dogs finding new homes. We've also seen an increase in animals in poor condition, such as female dogs that have been used for breeding over and over again. We usually have a small but growing number of dogs with scars which may have been caused by neglect, accident or even from being bred and used for fighting. Many dogs kept for breeding are not socialised properly with other dogs or people and their wariness and sometimes aggression are handed down to their offspring.

Where people get their dogs from is increasingly important, especially considering that breeds like bull breeds are rising in popularity. Any first time owner should be given advice on the breed they choose and on responsible ownership, and should have access to help should they need it. Unless they go to a good breeder or reputable rescue organisation, they often don't get this advice. When someone contacts us to take in their dog we ask them where they got the dog from. Over 40% of them say from a friend or family member and 4.6% even say from a stranger. 23% said their dog came from a breeder but there's no way of telling how reputable these breeders were.

Companionship, health, security: there are lots of good reasons for choosing to get a dog. Proving your status with your peers isn't one of them.

The numbers of Staffordshire Bull Terriers and other bull breeds, such as Bullmastiffs, English Bull Terriers and American Bulldogs, in the UK is still increasing. The Staffie has gained in popularity, especially in London and other cities and with people who seem to care little for the needs of the dog but want the hard image associated with a so-called 'status dog'. Often, individual dogs don't live up to such an image.

At the time of writing, 40% of the dogs in our kennels were Staffies and discernable crosses. Often undersocialised and sometimes displaying more serious behavioural problems, such dogs can find life in our kennel environment quite challenging.

What this means for us

Having so many Staffies and bull breeds in our kennels causes its own set of challenges. Many of these dogs don't enjoy life in kennels, as they prefer the company of people to that of other dogs and can get frustrated in the kennel environment. We also see more incidences of illness and disease typical to such breeds. When the dogs move on to be rehomed, we don't always have a particularly wide selection of breeds of dogs to offer potential new owners. Because of their reputation, bull breeds may not be the breed of choice for people who rehome from a rescue centre.

At Battersea we're proud to say that we're here for all dogs and, despite the challenges we face, we don't discriminate – we'll take in any and every breed. We feel it is our responsibility to take in dogs with particular problems – potential or actual – and deal with them responsibly. To be able to do this, we need to continue to educate and inform all dog owners on all aspects of responsible ownership.

We worked with the RSPCA, Blue Cross, the Metropolitan Police, GLA and the London Borough of Wandsworth to launch the People With Dogs Project in February 2008. The project aims to reduce intimidating and anti-social behaviour involving dogs; it is targeted specifically at young people, to educate them about responsible dog ownership. We are hoping that this project will be rolled out on a wider scale in London in 2009.

With the recent formation of the London Dangerous Dogs Forum by the Metropolitan Police, all the relevant organisations in London (including Battersea Dogs & Cats Home) are now working together to try to tackle the problems relating to dangerous dogs and anti-social behaviour involving dogs. We also work with the Dangerous Dogs Act Study Group.

Battersea takes any and every breed

Bull breeds can be harder to rehome

THE LATEST FASHION?
The growing crisis of 'status dogs'.

Staffies and Staffie crosses make up 40% of the dogs in our kennels.

DO YOU WANT ME FOR THE RIGHT REASONS?



**NEW MEDIA,
NEW CHALLENGES**
The pros and cons
of the digital world.



Pets on the net
Make sure you get
information from a
trusted source.

Rehoming
process now
initiated online

Nearly 750,000
visits to our
websites

People are turning to the internet more and more for instant answers in all aspects of their lives, including their pets – but not everything you find on the web can be trusted.

Information and news – both good and bad – are available instantly at the touch of a button. ‘New’ media give many opportunities for promotion and the media is ever more hungry for news and views. Alongside the internet and email, social networking services like Facebook and Twitter are increasingly important channels through which news is communicated. Charities now have the opportunity to communicate their messages in a different way, engaging with a different audience.

Anyone looking to get a pet can now switch on their computer to do so, which has its benefits and dangers. On the plus side, rehoming centres can use the web to promote the animals in their care for rehoming. Since the launch of our new website in 2008, large numbers of potential new owners have looked at our animals online before coming to the Home. On the other hand, the internet also creates new opportunities to buy dogs from far less scrupulous sources, with very little advice on the breed and needs of the animal.

What this means for us

Our online rehoming facility has been successful and popular, opening our rehoming of dogs and cats to a wider geographical audience – 49% of initial rehoming applications are now received online. Potential new owners can express their interest in taking on a Battersea pet and have their initial rehoming interview by telephone once the online application is processed. This means they can save time by travelling to the Home only once or twice before taking on their new pet.

A substantial amount of the lost and found reports to our Lost Dogs & Cats Line were made online and the service continues to offer owners a convenient method of reporting lost and found pets to us. Our new Lost Cats Kit, launched with our website, regularly receives 400 visits a month and aims to help us to reunite a higher proportion of lost cats with their owners.

We’ve also started taking advantage of digital advertising as a cost-effective method of targeting our messages on the internet and drawing people to our website. Our e-newsletter is regularly received by thousands of supporters, giving them an easy way to keep in touch with the Home. We are planning much greater use of all forms of digital marketing, to both spread the word and encourage people to get involved with the Home, whether it be spreading the word themselves, becoming a supporter or applying online to rehome a pet from us.



Battersea Dogs & Cats Home
Annual Review 2008
Part Two:

INSIDE BATTERSEA

The
close-up view





Part Two

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Cat numbers steady
We took in an average
of 239 cats every
month in 2008.

6,978 stray dogs

**2,135 Staffordshire
Bull Terriers**

2,861 cats

**99 kittens born
in the Home**

Find out how we cared
for all these animals in
2008 with a close-up view
of one of Battersea's most
challenging years.

After a challenging and exciting year in 2007, during which we set in motion many changes to the way we operate, 2008 saw a year in which those changes were consolidated to provide us with a strong and stable base from which to move forwards.

We spent the year putting together plans for the future.

The resulting five-year strategic plan will stand us in good stead to continue to develop the organisation and to maintain and further improve the high standards of animal welfare we pride ourselves on.

The world we operate in now has changed beyond recognition in comparison to almost 150 years ago when the Home was founded and, in fact, even to 10 years ago. External changes and the challenges they bring become apparent far quicker than they ever did before, due to the instant availability of information and the media. 2008 was a remarkable year for outside influences which had a marked effect on the way we work. We've met these challenges head on, thanks to the vision and direction of the senior management and trustees of the Home. There's still a lot to do, and a lot of external factors that could affect us, but with sound and robust strategic plans in place and a fantastic team of people to carry them out, the trustees and I have every confidence for the future.



Robin Bolton
Chairman



**INTRODUCTION
FROM THE CHAIRMAN**
Planning for the future.

The biggest challenge that faced the Home in 2008 was the sheer number of stray dogs coming through our doors – partly due to the economic downturn, but more as a result of changes in legislation.

By August we were receiving over 100 more dogs per month than at the same time in the previous year. In total, we took in 6,978 stray dogs during the year – 80% of our total intake and over 1,100 more stray dogs than the year before. Christmas came early for us, but not in the traditional sense. Numbers of dogs at the Home reached a peak in early December and we needed to work closely with the local authorities in London help to alleviate the pressure. By keeping stray dogs in their care for a little longer and forewarning us of the numbers of dogs they would be bringing to the Home, local authorities enabled us to manage kennel space more effectively, even at this extremely busy time.

In 2008 we also found that fewer dogs were being reunited with their original owners. Whether this was because they didn't know where their lost dog was, or because they just didn't want their dog back, the effect on the functioning of the Home was marked. Whilst the number of dogs we rehomed dropped in the middle of 2008, fortunately we saw improvements towards the end of the year.

We now have a strategic plan in place which, along with common procedures and practices across our three centres, will enhance our day-to-day work and equip us to face the challenges of a rapidly changing world, while also developing stronger alliances with external agencies.

The five-year strategic plan was developed by the trustees and directors, in consultation with staff. It takes account of the society and environment in which we work, and is structured around five key issues: providing the highest standards of animal welfare, increasing our campaigning and influencing role, extending our geographical reach, securing diverse and sustainable funding, and strengthening and developing the organisation.

During 2008 we sought a more active voice on the issues that affect us, to try to influence real change. We raised issues related to companion animals in meetings with Hilary Benn, the Secretary of State for Environment, Food and Rural Affairs, and with Bill Wiggins, Shadow Environment Secretary, and worked more closely with the London boroughs as well as other animal welfare organisations such as the RSPCA.

Ultimately, in the face of the huge challenges of limited kennel space and the sheer quantity of animals coming through our doors, our greatest achievement is the number of dogs and cats reunited with owners and that found caring new homes.



Jan Barlow
Chief Executive





INTAKE AND ASSESSING

Streamlining the system.

At Battersea, we never refuse a dog in need of our help. Our intake is not selective in any way – and that meant space was the real challenge in 2008.

Over 1,100 more strays came through our doors than the year before and we received a total of 554 more dogs in all. The good day-to-day relationships we built with local authorities during the year helped us manage the numbers taken in and the space available for them.

We also found that more stray dogs were received at our centres at Brands Hatch and Old Windsor than the year before, on occasion because we needed to redirect local authority animal wardens bringing dogs to our London centre to one of the country centres instead. We worked on relationships with the local authorities close to the centres too, especially for Old Windsor.

We saw a small reduction in the Home's intake of cats over the previous year, although the number of stray cats increased.

Assessing the temperament and behaviour of the dogs and cats is not only our responsibility, it is vital to build a picture of the potential new homes we are looking for. With more dogs coming to the Home, the assessing process helps to keep things flowing smoothly and efficiently. If we experience a slow-down or reduction in the numbers of animals assessed, the whole rehoming process can slow down and impact on the numbers of dogs leaving Battersea to go on to new homes and opportunities.

We've continued to adapt and change our assessing programme, taking into account the varying needs of different breeds of dogs. We've worked hard on bringing down the amount of time each dog has to wait for their assessment and also on the amount of time each assessment takes. We introduced changes to our assessing procedures which made them more flexible and streamlined the system even further.

We introduced more training for assessors and trained more members of staff to become assessors, including assigning a mentor to new assessors to help them develop their skills and knowledge. We held assessing induction days, open for the first time to Home Visitors and volunteers, so they could see how the process works.

Over 1,100 more strays came through our doors in 2008.

Managing kennel space is a daily juggling act.

The new legislation that gave local authorities the responsibility for stray dogs brought extra challenges for our Lost and Found team in 2008.

When the changes were introduced, most local authorities were considering 24-hour stray services. This would mean that strays would be collected and dropped off at Battersea by animal wardens, so staff and measures were put in place to deal with this. Some local authorities could still only offer a nine-to-five, Monday-to-Friday service so advised anyone who found a dog to call us outside of these hours for advice, and possibly to bring the dog to us.

By encouraging the local authorities to hold onto stray dogs for longer later in the year, we anticipated more dogs would be reunited from the holding kennels without the need to come to us first. Our figures show that 76% of reunites happen in the first 72 hours, so by raising owners' awareness of where their lost dog may be held and encouraging local authorities to keep dogs locally for longer, we hope that many more dogs will be directly reunited with their owners.

The Lost Dogs & Cats Line received 7,593 'lost' reports and 10,787 'found' reports during the year. We also reunited 2,861 dogs and cats with their owners, including a dog who'd been on a real adventure – Holly the Terrier / Poodle-cross was reunited with her Irish owner, having been stolen from her Dublin home then going astray and ending up at our Old Windsor site. Holly's microchip enabled us to do this and we used her story to continue to promote the importance of microchipping.

LOST AND FOUND
Building awareness
of new procedures.

Fast results
76% of reunions happen
within 72 hours.

Microchips are an
invaluable tool for
tracing lost pets.

Our communications team provides vital support to the work of the Home by promoting the services we offer and raising awareness of the dogs and cats in our care.

In 2008, we launched microchipping at the Home and online rehoming through the media and continued to raise vital awareness of the Lost Dogs & Cats Line. We advertised for new homes for dogs out of London through more varied and unusual titles, and for homes for cats in London with a successful commuter campaign. Each of these campaigns was supported by online advertising.

When the new legal responsibilities for stray dogs came into force, we created a poster campaign for use by local authorities and the Police to help inform Londoners of the changes. We also released figures on the worst areas for stray dogs which prompted media interest and helped us initiate discussions with the local authorities on ways of reducing numbers of strays.

In August we launched our new website, battersea.org.uk, with a wealth of information for pet owners as well as information about the Home and how to support us. At the same time, we launched the Lost Cat Kit, a microsite to advise cat owners what to do if they lose their cat. Both websites continue to be very successful and received a combined total of almost three-quarters of a million new visitors by the end of the year.

By September we were inundated with requests for comment on the effect of the credit crunch so we used the issue to also raise awareness of the effects of the Clean Neighbourhoods and Environment Act (CNEA), gaining some valuable press coverage on the number of extra strays received during the year. The People with Dogs project also achieved press coverage and we were involved in a number of reports and features on Staffies, on the issues with 'status dogs' and on control of dogs in the capital.

We were also able to support more outreach activities, including events for National Microchipping Month, and attended meetings of groups within local London authorities to advise on and assist with dog-related activities in their boroughs. We concentrated our print publication efforts on key issues, such as why get a rescue dog, the importance of neutering dogs and cats and responsible ownership.

We continued to receive a large number of requests for our primary schools education pack which was joined by a new secondary schools Enterprise Challenge pack aimed at pupils studying Key Stage 3 and 4. We also conducted a substantial number of schools, further education and group talks.



AWARENESS AND EDUCATION
Spreading the word as widely as we can.

Campaigns
We raised awareness of the new laws through media and advertising.

Education
We work with schools to promote responsible pet ownership.



Even with the increase in bull breeds, we continue to see a wide variety of other breeds at the Home.

We have been expanding our knowledge of all breeds, finding out more about their individual traits and how best to look after them during their stay in our kennels. We worked together across all departments to ensure each individual dog has the best chance of a positive outcome, adapting our methods to take their breed traits into account.


Maintaining the welfare of bull breeds can prove a challenge in the busy London environment, but our staff have become real experts on these dogs and our quieter country centres proved invaluable.

With an ongoing recruitment programme for Animal Welfare Assistants (AWAs) in London and at Old Windsor, the increased number of staff meant we could significantly increase the amount of time each member of staff could spend interacting with the dogs. We now have four Senior Animal Welfare Assistants, supervising the kennel blocks and training and mentoring the staff.

We are also able to spend more time on kennel enrichment, which has proved vital to the welfare of the animals in our care. As kennels can be a stressful environment for dogs, the AWAs work hard to make sure that every animal is made as comfortable as possible and kennel enrichment is an important part of this job. Different smells and sounds help to improve the dogs' quality of life during their time with us. Music is played and perfume sprayed in the kennels and toys such as Kongs are used for mental stimulation to keep the dogs occupied. The new exercise areas on the London site are a real bonus, allowing staff and volunteers to provide outside exercise for the dogs, under cover and separate from other dogs.

At Brands Hatch, we were able to maintain a reasonable average kennel occupancy while the building work on our new facilities was nearing completion. We're pleased to say that the new facilities are proving to be of real benefit to the dogs and cats at the centre. The new cattery at Old Windsor continues to provide a safe haven for cats waiting for new homes.

In the cat areas, we've been consolidating our practices and procedures and building on our staff and volunteer training, as well as how we apply behavioural techniques. The year was also spent revising the brief and plans for the new cattery on the London site and applying for planning permission which was granted in December. On its completion in 2010, the new cattery will provide purpose-built facilities for all the cats, including a maternity area, along with an extension of our veterinary facilities.



**KENNELS AND
CATTERY**
Enhancing the living
environment.

Some breeds of dog
find life in kennels
very stressful.

Music, walks and
socialising help to
improve their quality
of life.



Rapid response
We now assess every new dog's behaviour within 48 hours.

BEHAVIOUR
Working across all the functions of the Home.

By changing the way our behaviour team works, we are using their expertise to further support the intake, kennels and rehoming operations. The Behaviour Unit is no longer a stand-alone department, but instead works across all the functions of the Home.

We instituted a triage system early in the year, where behaviourists give an initial assessment to every dog within the first 48 hours of their stay, followed by a second check within seven to 10 days. Dogs are 'coded' to identify their needs and requirements. This enables us to work out the best methods of maintenance for each dog and to provide as far as possible for individual welfare and behaviour needs. The new triage duty team updates the Intake and Assessing team on dogs that can be 'fast tracked' through to rehoming and identifies those dogs that are more of a concern, to help with the flow of dogs through the Home.

The Behaviour Unit shared its knowledge with other staff, including helping to train staff in Lost & Found across our three sites so they can provide the triage service for dogs brought to the Home by their owners. They also worked closely with Animal Welfare Assistants (AWAs) in kennels offering mentoring and training to enable the day-to-day carers to take into account the behaviour requirements of their charges. A dedicated behaviourist was also assigned to the Cattery. The Behaviour Unit helped improve assessment procedures and training across our three sites and now have a weekly assessing duty alongside staff at Old Windsor and Brands Hatch.

We also introduced a system to help identify more challenging dogs in kennels, ensuring that more experienced members of staff and volunteers worked with and received training on these dogs. Former 'behaviour dogs' were advertised on the website for the first time, to give them an even better chance of quickly finding a new home. The Unit also conducted ongoing training for rehoming and offered advice and assistance as required, to support rehoming of dogs with more challenging and special requirements.

The Behaviour Advice Line continued to provide its valuable service to dog and cat owners, and received 1,864 calls during the year. The most common reasons for calls were, in dogs, problems with dogs being left on their own and also signs of varying degrees of aggression. In cats, the most common calls involved giving advice on settling-in and housetraining. We continued to advise owners facing aggression issues in their pets to seek expert assistance, rather than trying to tackle what can be complex issues over the phone. The team also started giving talks to potential new owners at weekends while they were waiting for their interviews, on topics like preventing separation problems in dogs and settling cats into their new homes.

With more dogs coming into the Home, our veterinary team had their hands full in 2008.

The veterinary surgeons cover all three centres from their main base in London, along with the veterinary nurse teams, both providing for the veterinary needs of the animals in our care and consulting with new owners on the ongoing health and veterinary care of their pets.

We remain a veterinary nurse training centre and we had a new vet join the team, which helped us to face the challenges of the year. We also welcomed new equipment in the form of a Doppler ultrasound to help with diagnosis and treatment of heart conditions, a biochemistry and haematology analyser to enable us to do all our blood tests on site, and a new water walker for physiotherapy, particularly useful for rehabilitation following orthopaedic surgery. These were purchased through individual and trust donations secured by our fundraising team.

Attitudes towards animals and their care have a knock on effect on animal welfare at the Home. While we cannot say we are seeing more cases of real neglect, we do see evidence that owners are not taking proper responsibility for the health and nutrition of their pets. Dogs can arrive at the Home suffering from varying degrees of malnutrition, and obesity is also becoming a growing concern.

Our veterinary caseload is also increased when pet owners neglect the need for regular vaccinations and we, along with other charities, have seen an increase in the number of cases of parvovirus this year.

Despite a lack of any clinical history for most of the animals that arrive at Battersea, we are able to rapidly diagnose and deal with most conditions and our veterinary team continue to work on research and diagnostic techniques to help us meet these additional challenges.

Unneutered pets have also added extra pressure to our already busy kennels and cattery. Pregnant animals being brought in to the Home resulted in a 29% rise in births of kittens and puppies at the Home; fortunately, we have lists of people waiting to rehome both. We continue to successfully rehome a significant number of cats with Feline Immunodeficiency Virus (FIV) as indoor cats, with veterinary advice given to their new owners on their ongoing maintenance.

Baby care

29% more puppies and kittens were born in the Home in 2008.



Bull breeds are especially susceptible to skin diseases.

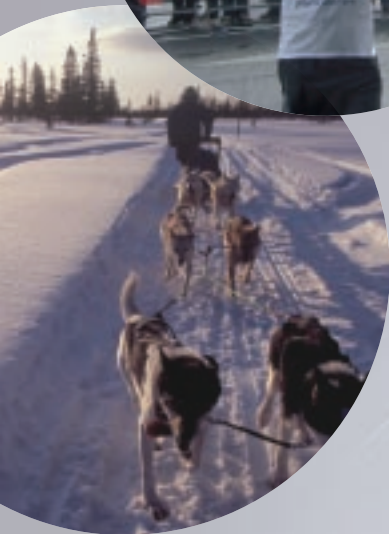
VETERINARY
Our team worked harder than ever in 2008.

FUNDRAISING AND EVENTS

With a little help from our friends...



Individual fundraisers walked, ran, dog-sledded and dyed their hair blue.



We built new relationships with trust and corporate partners and the Home's supporters had lots of opportunities to get involved in fundraising projects or to come and see us at a show.

The Kennel and Kitty Kabin sponsor schemes continue to go from strength to strength, and 513 new sponsors were signed up during the year, including to our new Platinum Sponsor scheme.

We opened the year with a 'Big Bucket Collection' where 20 volunteers braved commuter crowds to collect money for the Home and to raise awareness of the Lost Dogs & Cats Line. We also ran a number of appeals; one for funds to buy specialist Vetbed bedding for the dogs and cats and also the 'Battersea Streak', where female staff members dyed their hair blue to raise money for the Home.

We received a good deal of active support from walkers and runners. The Goodwood Estate selected Battersea as the charity of choice for their private dining club, The Kennels, and we ran a sponsored walk there too. The Epping Forest sponsored dog walk took place in April and was a great success, drawing in the crowds for the third year running. Over 700 supporters attended the sponsored walks raising over £6,500, and the 18 people that ran the London Marathon in aid of the Home raised an impressive £18,000.

Our Events team had a busy year organising our presence at and attending 44 shows, ranging from small events local to our three centres through to county shows in Kent, Surrey and the South of England, and Battersea events including the Old Windsor Open Day and the 14th Annual Reunion in Battersea Park. Despite bad weather earlier in the year these shows were well attended, enabling us to raise funds and awareness and even conduct a small number of rehoming interviews at the shows.

Our Arctic Dog Sledding adventure proved very popular, with 22 people raising money for the Home by trekking across the Arctic with their dog sledding teams. In fact, the adventure was such a success that we have introduced other sponsored challenges for the future, including trekking in the Borneo jungle.

Through Trust endorsement we were able to invest in valuable veterinary equipment and a sweeper/cleaner for Brands Hatch, and to add to our general funds. Volunteers from a variety of companies including Chubb Insurance and Royal and Sun Alliance came to Battersea to help us with projects as part of their corporate social responsibility programmes. We established other corporate partnerships with Mulberry and The General Trading Company, through which we benefitted from shopping events, and Waitrose Community Matters.

We re-opened the shops at our London and Brands Hatch sites and, with the launch of our new website sales through our online shop improved. The Little Dog Laughed company launched two books of stories about Battersea dogs and cats and their owners, which were sold in aid of the Home through National Trust shops.



**VOLUNTEERS
AND FOSTERING**
Unsung heroes
of the Home.

Our volunteers
spent over 20,000
hours socialising dogs
and cats in 2008.

Throughout the year, we worked with our volunteers to develop their skills and make better use of their talents and experience.

We ran open days to grow our volunteer base, which currently stands at around 210. We established a working partnership with Volunteer Centre in Wandsworth, enabling us to recruit via local libraries, colleges and schools, as well as on volunteering websites. We ran two volunteer recruitment drives and a wider variety of people approached us to be volunteers. An audit showed us what skills volunteers could offer from their everyday lives to other areas of the Home, such as behaviour, education and events.

We introduced a new mentoring scheme which enables new volunteers to benefit from the knowledge and experience of existing volunteers. We also developed our volunteer training further, with experienced staff members giving volunteers training on a variety of subjects, including introduction to assessing, dog body language, dog behaviour and thinking, basic handling/enrichment skills in the kennel environment, and basic obedience. We also ran training courses, both external and internal, for cat socialisers. Volunteers started working with dogs that required more support, providing development opportunities for these volunteers. In total our volunteers completed 9,194 dog walks and spent 21,697 hours socialising our dogs and cats.

The foster schemes in London continue to flourish, with an average of 31 dogs and 27 cats in foster homes at any one time throughout the year. As many of our animals are fostered outside the Home, the fostering team adapted the rehoming system to ensure the database also matched potential owners with dogs and cats out on foster, so they weren't overlooked. This was supported by a 'don't pass me by' poster campaign at our three centres. We have a small but dedicated team of foster carers at Brands Hatch and Old Windsor who took on a number of dogs and cats undergoing veterinary treatment, with other animals fostered with members of staff.

We work to ensure that every puppy born in the Home, or that arrives at Battersea before it is old enough to be rehomed, has some time with a foster carer or at home with a member of staff. It is an important part of the puppy's socialisation to spend time in a home so that it can get used to the sights, sounds and smells of the house from an early age.

We rehomed 2,116 dogs and 2,434 cats from our three centres in 2008, to a wide variety of locations and types of homes, plus 521 dogs into working environments or through other rescue organisations. Our rehoming levels dipped early in the year, but bounced back in the last few months.

Our online rehoming system proved invaluable in helping us to rehome animals out of London and, following the launch of our new website, the number of new rehoming applications rose, with two out of five of them through online applications. Potential owners still have to visit the Home, but being able to start the process online streamlines the application and encourages more people from further afield to get in touch.

We've been working on how best to service the online rehoming system, and looking at how we use our database system to 'match' potential owners with their ideal new dog. We have also analysed the most popular areas that we rehome to, information which will help with the ongoing promotion of dogs and cats looking for new homes.

We continued to successfully rehome dogs through external breed rescue organisations and to place dogs with the Police, Crown Protection Service, the military services via the Defence Animal Centre and into working or agility homes. We also developed relationships with other organisations to widen the opportunities to rehome dogs not suited to living in an inner city environment.

Ensuring we have a variety of breeds, ages and types of dog, so that people looking to rehome from us have a choice, does prove challenging at times, especially because of the sheer numbers of individual breeds of dogs that arrive at the Home. We introduced a variety of measures, such as careful management of our incoming dog waiting list and 'fast tracking' dogs through the system, along with a waiting list for people who would like to rehome a specific breed or type of dog. These measures also help to ensure dogs spend the least possible amount of time in kennels, also freeing up space for other dogs.

REHOMING
Making matches that
really last.

New homes online?
Potential owners can
now start the rehoming
process on our website.

The strength of any organisation lies in the people it employs, and this is especially true of Battersea, where our staff face particular pressures and challenges on a daily basis.

We work hard to attract the right calibre of new recruits, as well as to retain the valuable people we already have in place. To this end, we further improved the health and safety provisions for our staff and also introduced a new pay and reward system during 2008.

We maintained a good level of recruitment throughout the year, through the usual channels and also by running open days, including a successful Animal Welfare Assistant recruitment open day at our London site in August, which also focussed on career development and progression within the Home.

We also introduced a new induction process to welcome new staff to the Home and provide them with the information and knowledge to stand them in good stead as they start in their new roles.

Our wide variety of staff training included dog body language, pet bereavement, conflict resolution and specialised manual handling training for pregnant staff. We launched a staff forum towards the end of the year to address general concerns and suggestions in the workplace. Elected staff representatives from different areas of the Home now report back to their respective departments on points discussed, outcomes and future objectives.

STAFF
The people at the heart
of the Home.

Recruitment open days
help us to attract the
right calibre of new staff.

Ongoing training
for all staff helps them
develop their skills.

FINANCIAL SUMMARY

The vast majority of our expenditure is directly on our charitable objectives – to care for lost and abandoned dogs and cats and to raise awareness of animal welfare. We couldn't do any of this without the generosity of our supporters as we depend heavily on our voluntary income.

This information is taken from our fully audited accounts. A copy of these can be obtained by writing to the Company Secretary, Battersea Dogs & Cats Home, 4 Battersea Park Road, London SW8 4AA.

2008



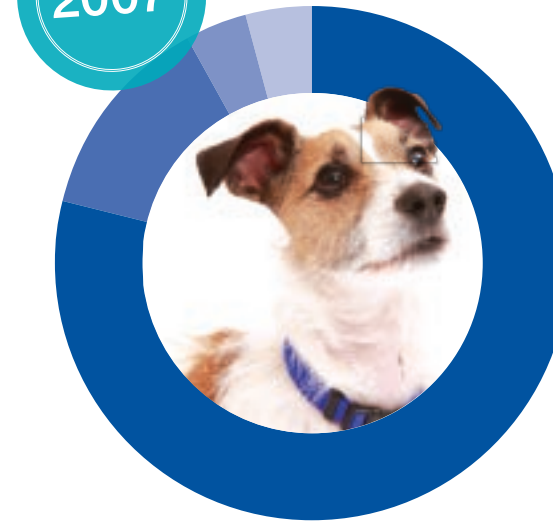
INCOME
£13,666,589

- Legacies and donations* 81%
 - Investment income 12%
 - Activities for generating funds 3%
 - Rehoming and claim fees 4%
- * Voluntary income

EXPENDITURE
£13,160,313

- Care of dogs and cats* 82%
 - Education and awareness* 11%
 - Activities for generating funds 2%
 - Raising legacies and donations 4%
 - Investment managers' fee 0.5%
 - Governance 0.5%
- * Charitable objectives

2007



INCOME
£12,586,097

- Legacies and donations* 79%
 - Investment income 13%
 - Activities for generating funds 4%
 - Rehoming and claim fees 4%
- * Voluntary income

EXPENDITURE
£13,536,788

- Care of dogs and cats* 79%
 - Education and awareness* 13%
 - Activities for generating funds 2%
 - Raising legacies and donations 4%
 - Investment managers' fee 1%
 - Governance 1%
- * Charitable objectives

ANIMAL INTAKE 2008

Dogs	Cross Breeds		Total
	Breeds	Breeds	
Cairn Terrier	17	16	33
Canaan Dog	1	1	2
Cavalier King Charles Spaniel	29	3	32
Chihuahua (Long Coat)	5	1	6
Chihuahua (Smooth Coat)	8	13	21
Chinese Crested	3	0	3
Chow Chow	3	2	5
Collie (Rough)	5	0	5
Dachshund (Long Haired)	1	0	1
Dachshund (Miniature Long Haired)	1	0	1
Dachshund (Min're Smooth Haired)	1	3	4
Dachshund (Miniature Wire Haired)	0	1	1
Dachshund (Smooth Haired)	4	1	5
Dachshund (Wire Haired)	1	0	1
Dalmatian	12	2	14
Dandie Dinmont Terrier	0	1	1
Dobermann	32	9	41
Dogue de Bordeaux	19	5	24
Elkhound	2	1	3
English Bull Terrier	82	50	132
English Cocker Spaniel	58	8	66
English Pointer	2	0	2
English Setter	1	0	1
English Springer Spaniel	66	19	85
Field Spaniel	2	0	2
Finnish Spitz	3	0	3
Flat Coated Retriever	1	2	3
Fox Terrier (Smooth)	1	1	2
Fox Terrier (Wire)	3	1	4
French Bulldog	3	1	4
German Shepherd Dog	255	119	374
German Shorthaired Pointer	13	1	14
German Spitz	6	2	8
Golden Retriever	26	7	33
Gordon Setter	1	0	1
Great Dane	7	7	14
Greyhound	38	0	38
Griffon Bruxellois	1	0	1
Hamilton Stövare	1	0	1
Hungarian Puli	3	0	3
Hungarian Vizla	2	0	2
Irish Setter	1	0	1
Irish Terrier	3	3	6
Irish Wolfhound	0	1	1
Jack Russell Terrier	435	355	790
Japanese Akita	46	17	63
Japanese Shiba Inu	1	1	2
Kerry Blue Terrier	2	0	2
King Charles Spaniel	6	0	6
Labrador Retriever	165	126	291
Lakeland Terrier	0	5	5
Lancashire Heeler	0	1	1
Leonberger	1	2	3
Lhasa Apso	12	4	16
Lurcher	0	155	155

Dogs	Cross Breeds		Total
	Breeds	Breeds	
Airedale Terrier	5	1	5
Alaskan Malamute	9	3	12
American Bulldog	53	74	127
American Cocker Spaniel	2	0	2
Anatolian Shepherd Dog	5	1	6
Australian Kelpie	2	0	2
Australian Shepherd	1	1	2
Basset Hound	13	4	17
Beagle	11	6	17
Bearded Collie	2	1	3
Bedlington Terrier	3	2	5
Belgian Shepherd Dog	7	4	11
Bernese Mountain Dog	1	0	1
Bichon Frise	20	5	25
Bolognese	1	0	1
Border Collie	108	144	252
Border Terrier	20	16	36
Borzoi	1	0	1
Bouvier des Flandres	1	0	1
Boxer	43	51	94
Bracco Italiano	1	0	1
Briard	0	2	2
Brittany Spaniel	1	0	1
Bulldog	13	6	19
Bullmastiff	48	155	203

Dogs	Cross Breeds		Total
	Breeds	Breeds	
Maltese	0	1	1
Manchester Terrier	1	2	3
Miniature Bull Terrier	1	0	1
Miniature Poodle	12	5	17
Miniature Schnauzer	12	6	18
Mongrel	0	832	832
Neopolitan Mastiff	6	4	10
New Zealand Huntaway	0	1	1
Newfoundland	1	0	1
Norfolk Terrier	3	2	5
Northern Inuit	4	0	4
Norwich Terrier	2	1	3
Nova Scotia Duck Tolling Retriever	1	0	1
Old English Mastiff	2	3	5
Old English Sheepdog	5	2	7
Papillon	1	3	4
Parson Russell Terrier	26	5	31
Patterdale Terrier	28	26	54
Pekingese	1	0	1
Perro De Presa Canario	6	1	7
Plummer Terrier	2	0	2
Pomeranian	6	4	10
Pug	5	0	5
Pyrenean Mountain Dog	2	0	2
Red Setter	1	0	1
Rhodesian Ridgeback	9	8	17
Rottweiler	304	107	411
Russian Black Terrier	2	0	2
Saluki	11	14	25
Samoyed	4	1	5
Schipperke	1	2	3
Schnauzer	1	0	1
Scottish Terrier	6	1	7
Shar Pei	21	21	42
Sheltie	2	4	6
Shih Tzu	44	14	58
Siberian Husky	41	16	57
Sloughi	1	0	1
Soft coated Wheaten Terrier	3	1	4
St. Bernard	1	0	1
Staffordshire Bull Terrier	2,133	1,501	3,634
Thai Ridgeback	3	0	3
Tibetan Spaniel	0	1	1
Tibetan Terrier	5	5	10
Toy Poodle	5	4	9
Weimaraner	8	2	10
Welsh Collie	1	0	1
Welsh Corgi (Cardigan)	1	1	2
Welsh Corgi (Pembroke)	0	1	1
Welsh Springer Spaniel	1	0	1
Welsh Terrier	1	1	2
West Highland White Terrier	66	6	72
Whippet	6	11	17
Yorkshire Terrier	124	35	159
Total Dogs	4,695	4,078	8,772

Cats	Cross Breeds		Total
	Breeds	Breeds	
Abyssinian	3	2	5
Bengal	9	2	11
British Blue	3	2	5
British Shorthair	8	6	14
Burman	4	1	5
Burmese	3	2	5
Chinchilla (Persian) Long Hair	5	0	5
Chinchilla (Persian) Short Hair	1	0	1
Cymric	1	0	1
Domestic Long Hair	1	106	107
Domestic Medium Hair	0	273	273
Domestic Short Hair	6	2,362	2,368
Foreign Short Hair	2	0	2
Maine Coon	0	1	1
Manx	2	1	3
Ocicat	1	0	1
Oriental Shorthair	4	5	9
Persian	19	7	26
Ragdoll	1	9	10
Russian Blue	2	0	2
Siamese	3	2	5
Tonkinese	2	0	2
Total Cats	80	2,781	2,861

2,888 cats were cared for in 2008 including 27 cats reunited outside the Home.

40% of all dogs were Staffies and Staffie crosses

9,008 dogs were cared for in 2008 including 234 dogs reunited outside the Home.



WHO'S WHO

Patron
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President
His Royal Highness Prince
Michael of Kent

Vice-Presidents
The Earl of Buchan
John Hoerner
Duncan Green

Lady Patroness
HSH Princess Antoinette
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The Worshipful The Mayor
of Wandsworth (ex officio)
Commissioner of the
Metropolitan Police (ex officio)

Chief Executive
Jan Barlow

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Helen Dexter
Director of Communications
Kate Ward
Director of Education & Events
Howard Bridges
Director of Estates
& Facilities Management
Clare McCullough
Director of Finance
Fiona Healey-Hutchinson
Director of Fundraising
Carola Nunns
Director of Human Resources
Laura Jenkins
Director of Operations,
Animal Welfare
Scott Craddock
Director of Operations,
Customer Service
Shaun Opperman
Director of Veterinary Services

A member of the Association
of Dogs and Cats Homes
A Registered Charity under the
Charities Act 1960, No. 206394
Battersea Dogs & Cats Home,
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Reportage photography by Patrick Harrison
Additional photography by Alex Macro

Printed by Cousin, a Carbon Neutral company who hold FSC
status and are accredited with ISO 14001. All solvents are recycled
in-house using an eco clean recycling system.

Printed on think4 from Howard Smith Paper. think4 bright is
produced with 100% ECF (Elemental Chlorine Free) woodpulp
that is fully recyclable and sourced from carefully managed and
renewed commercial forests.



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