



HERE FOR EVERY DOG AND CAT

ANNUAL REPORT 2021



BATTERSEA



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WHO WE ARE

WELCOME

2021 was a year filled with challenges and triumphs and we now reflect, celebrate and learn from all that we have done to make the world a better place for dogs and cats.



FROM OUR CHAIR

No review of 2021 can ignore the continued impact of the Covid-19 pandemic and its restrictions on both our operations and our people. Almost two years of uncertainty and challenge have left us all eager for a return to a more positive outlook. But if 2022 is the year in which the UK finally emerges from the pandemic, Battersea does so in a remarkably good state. Our financial, brand and fixed assets provide a rock-solid platform on which to rebuild Battersea's core operations and continue to grow our impact.

We have a clear and ambitious plan for the year ahead, including a commitment to reach more dogs and cats that need us – both in the UK and overseas. Dogs and cats will benefit from new and refurbished facilities across our centres, and we will seek new opportunities to support other rescues. Our Academy and Grants work continues to grow and we plan to extend Battersea's geographical reach and impact with the development of our first Global Programmes Strategy.

Throughout 2021 we have provided a lifeline to thousands of animals including those that missed out on vital socialisation during lockdown, were badly bred, or handed over by owners unable to afford veterinary treatment.

We rely on donations to fund our vital rehabilitation work for dogs and cats and are incredibly grateful to all our supporters. Through monthly donations, playing our Paw Draw, taking on fundraising challenges, leaving money in their Will and much more, our generous supporters enable us to provide expert care to the animals at our centres and help improve the lives of millions more around the world.

I'd like to thank our staff and volunteers who continue to work so hard and with such commitment to our charity, and our Patron, President, Trustees and Ambassadors for their relentless support for our strategy to continue helping more animals than ever before.

We sincerely hope that there will come a day when animals no longer need help from rescues like Battersea, but until then we shall remain steadfast in our mission to be here for every dog and cat.

Paul Baldwin
Chair

FROM OUR CHIEF EXECUTIVE

In 2015 a four-year-old German Shepherd named Ralph inspired Battersea to begin a campaign to tackle the woefully inadequate prison sentences for animal cruelty. The story of this dog, found scared and in pain, had a happy ending, because Ralph was brought to Battersea, where our dedicated vets, nurses, and behaviourists nursed him back to health, and one of our committed foster carers showed him what it was like to be loved. In 2021 Ralph accompanied that foster carer, Wendy, now his proud owner, to Westminster to see years of campaigning result in a change in the law that should prevent other animals from experiencing the suffering he endured. In a landmark achievement, Battersea had changed the maximum sentence for animal cruelty from six months to five years.

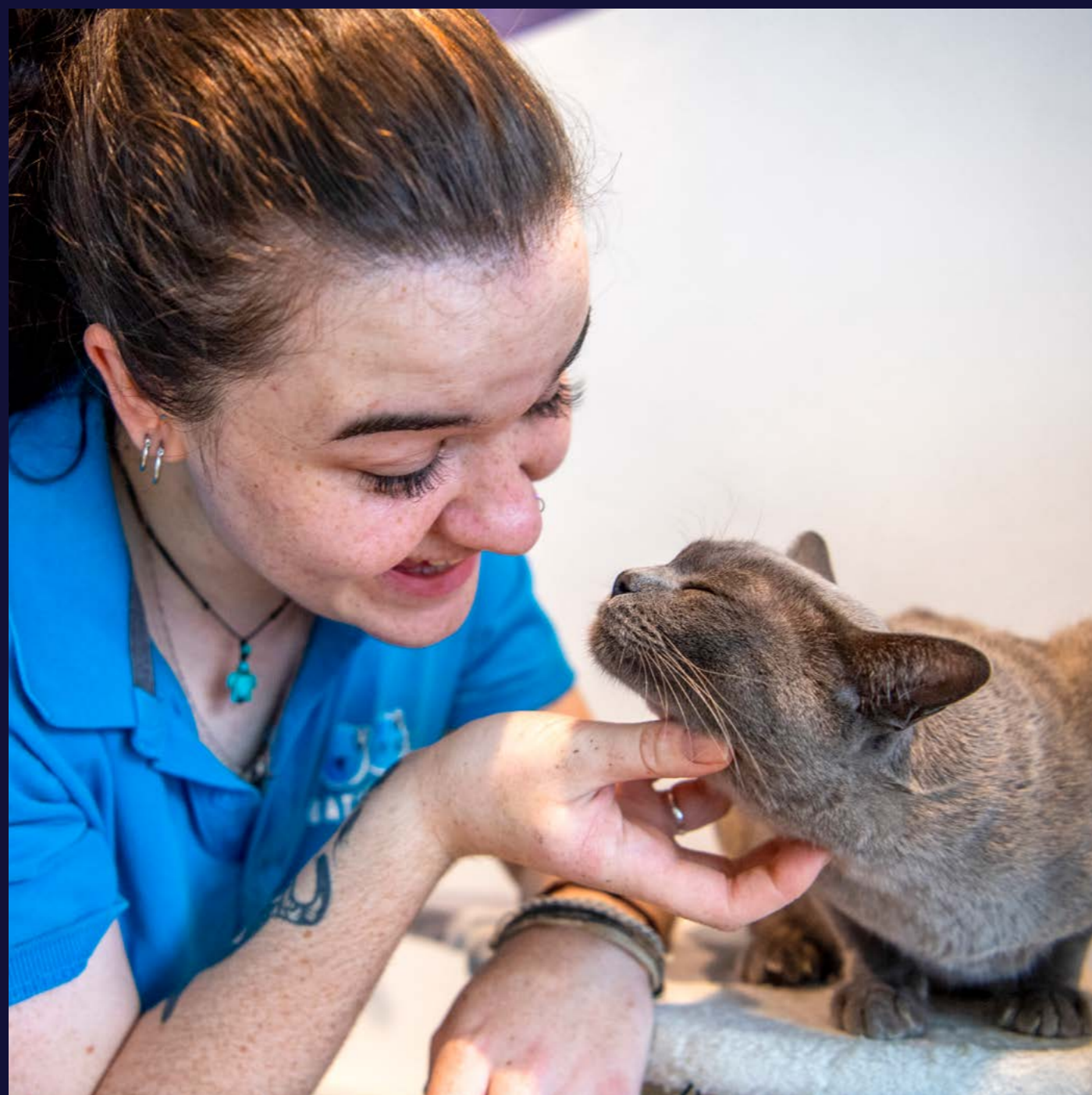
For more than 160 years we have been determined to help every dog and cat. Our centres remain at the heart of our work, and our non-selective intake approach ensures we are here for the animals like Ralph, that need us the most.

Battersea is here to help animals but is nothing without its people. If we are to realise our strategic ambitions, we must continue to support and develop our staff and volunteers to be the best they can be. Throughout 2021 we have looked at how we can better measure our impact, improve our accessibility, and create a more diverse and inclusive organisation that can deliver greater impact for dogs and cats everywhere. We know we must adapt to the evolving world around us, harnessing the skills, experience, and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to.

Battersea will always act as a voice for animals who need us and for the people who love animals. It's why we use our influential position as a leader in the sector to tackle existing and emerging animal welfare issues and to remove barriers to greater pet ownership. 2022 is set to be a significant year for animal welfare legislation and opportunities for Battersea to once more assert its voice and drive positive change for animals.

Thank you for your continued support of Battersea and the work that we do.

Peter Laurie
Chief Executive



WE ARE BATTERSEA

From the moment we welcomed our first stray dog in 1860, we have been placing our animals at the centre of everything we do.



Battersea will always be here for every dog and cat. We offer our love and expert care to the animals who need us and have done for over 160 years. We take them in regardless of their age, breed or medical condition and without any judgement. Staff across our three centres give each and every animal the specialised care they need, getting to know their characters and quirks so we can find them a new home that's just right for them.

We learn so much, every day, by caring for dogs and cats in our three centres. All the knowledge we gather helps us to improve the lives of the animals we'll never meet, through our work with other rescue organisations and charities at home and abroad. We would love it if dogs and cats never needed a rescue centre like Battersea. So, we help people make informed choices when getting or caring for a pet, we provide training and welfare advice, and we campaign for changes in the law when we see that dogs and cats, or their owners, deserve better.

We do all of this because we want to be here for every dog and cat, wherever they are, for as long as they need us.

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.

Left: Our staff will always remain dedicated to providing the very best care to every animal in need of our help.

OUR VALUES

Everything we do as individuals and teams, from our knowledgeable staff to our amazing volunteers and foster carers, is underpinned by Battersea's values.

Right: Our hydrotherapy facilities opened to the public to help people's pets alongside Battersea's own dogs.

CARE

We care wholeheartedly about our mission to be here for every dog and cat, and the work we each do to achieve this..



EXPERTISE

We are experts at what we do, focusing on continual improvement, learning and growing our expertise, so we can all be the best we can be.



DETERMINATION

We stay focused and solve problems to achieve our goals and our mission to be here for every dog and cat.



RESPECT

We treat one another with respect, just as we treat every dog and cat with respect.



INCLUSION

We champion diversity in all its forms so that everyone can be themselves and feel valued and included.



COLLABORATION

We understand that by working together across teams and with our partners, we achieve more for dogs and cats.





FIVE YEAR STRATEGY

We are striving to build a better world for dogs and cats through our 2019–2023 organisational strategy, which is structured around five strategic aims.

OUR AIMS



DIRECTLY HELPING MORE DOGS AND CATS IN NEED

Offering love and expert care to dogs and cats who need us by rescuing, rehabilitating and rehoming animals at our centres. Expanding and innovating our service delivery, leveraging the opportunities provided by digital and other technologies to improve the support, training and advice we offer to new and existing pet owners.



REFRAMING RESCUE

Positioning rescue as the most compelling, responsible and relevant place for those seeking a dog or cat, either now or in the future. Raising visibility of rescue as a cause worth supporting, benefitting both the wider sector and Battersea.



OUR VOICE

Using 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

Extending 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

Ensuring our people, income, technology and systems support the effective delivery of our strategy.

Left: Greek street dogs helped by Battersea Grant recipient Zero Stray Pawject.

OUR IMPACT

3,600,000



Views for our online pet advice, helping dog and cat owners all over the world.

50,000+



Dogs and cats helped through 57 Battersea grants..

29



Covid -19 support grants awarded.

3,177



Reports investigated via our lost dogs and cats line.

2,748



Surgeries to help dogs and cats.

663



Hydrotherapy sessions for dogs.

528



Hours of puppy training classes.

367



Attendees at Academy Programmes.

5 YEARS



The new maximum sentence for animal cruelty, increased from six months to five years, thanks to our campaigning.

24,000



Subscribers educated on their pets through our Battersea Way emails.

7



Animals rehomed a day on average.

1,438



Cats found loving new homes.

957



Dogs found caring new owners.

315



Animals cared for in foster homes.

265



Animals helped from other UK rescues.

61



Puppies and kittens born at Battersea.



WHAT WE DO



WE CARE

Our three centres in London, Windsor and Kent remain at the heart of our work, and we take in any animal regardless of age, breed, or medical condition.

Above: In 2021, our staff and volunteers worked tirelessly to support thousands of dogs and cats in need of our help.

BATTERSEA WILL ALWAYS BE HERE FOR EVERY DOG AND CAT

Our three centres in London, Windsor and Kent remain at the heart of our work and, in 2021, our staff and volunteers worked tirelessly to support dogs and cats in need of our help as the world responded to the Covid-19 pandemic. We're proud of our non-selective intake policy, which means we take in any animal regardless of age, breed, or medical condition, welcoming them all without judgement. This intake approach is increasingly unusual in our sector but ensures we are here for animals that may otherwise be turned away from rescue centres and passed from home to home. In 2021 Battersea took in 1,601 dogs and 1,743 cats across our three centres. Although the number of cats coming into our care increased by 16% year-on-year, intake continued to be at a lower level than pre-pandemic, kept purposefully reduced to enable our staff to socially distance.

66% of dogs and 64% of cats arriving at our centres were relinquished by owners who could no longer care for them. We want to reassure pet owners they are doing the best thing by bringing their pet to Battersea so we launched our 'No Less Loved' campaign, supported by a new, easier online booking process for dogs.

Battersea has an ambitious site development plan to make our centres the best in the world for dogs and cats who need rehoming and rehabilitation. In 2021 improvement works included the refurbishment of the Prince Michael of Kent and Trumpton kennel buildings at our London and Old Windsor centres. Attractive green spaces and public reception areas were opened at the London centre, which was awarded the Silver Gilt award by London in Bloom for improving environment, biodiversity, and enrichment for dogs, staff and visitors.

IN FOCUS

A NEW LIFE FOR NELLY

On any given day, dogs and cats will arrive at our centres for a number of reasons. While the majority are brought in by their owners, 26% of dogs (422 dogs) and cats (454 cats) in 2021 were strays brought in by local authorities or individuals. Another 173 dogs and 92 cats came to us from other animal rescue organisations across the UK and Ireland who needed our help. Our team of five drivers covered over 95,000 miles last year to help dogs and cats like Nelly, one of 17 Beagles that our Animal Partnerships team helped rescue from a puppy farm in Ireland.

After spending several weeks receiving expert care from our staff to build her confidence around people and prepare her for life in a home environment for the first time, Nelly went to Kent to start life as a much-loved pet in her first ever proper home with new owner Lee Gordon. Lee says, "Nelly coming from a puppy farm wasn't really a consideration, we just saw a dog that needed a loving home. No animal deserves to be mistreated, and if it wasn't for organisations like Battersea, it doesn't bear thinking about. Nelly has made great progress over the last six months and is getting better with people coming into the house, which seems to cause her less stress now. She wants to spend increasingly more time with the immediate family rather than separating herself from us, as was her initial reaction. She seems happy and content at home."

Right: Nelly making friends in her new local park.



In 2021, we provided temporary boarding and care to dogs taken in by the charity StreetVet.

IN FOCUS

STEPPING IN TO HELP
SAVE SCOOPY

Not every animal we help needs rehoming, and Battersea’s partnership with the charity StreetVet is one of the many ways we’re working to be there for more animals than ever before. StreetVet supports people experiencing homelessness to care for their pets and, in 2021, we provided temporary boarding and care to 15 dogs taken in by the charity.

Dogs like Scooby, who came into Battersea’s London centre via StreetVet in May 2021, after his owner’s home was sadly all but destroyed by a house fire. With copious damage to the property, Scooby’s owner Vicki had no choice but to find temporary accommodation for her family while repairs were carried out

Unfortunately, the hostel Vicki and the family were placed in did not allow pets, even under exceptional circumstances such as theirs. She tried her utmost to make arrangements for Scooby to stay with family members, but nothing worked out so an exhausted Vicki contacted StreetVet for assistance and Scooby found his way into our temporary care.

As an elderly Staffie that had been through a lot of change and upheaval within a brief period, Scooby needed some well-deserved peace and quiet. So, after being checked over by our clinic team, he was sent to stay with one of our dedicated foster carers where he could enjoy the comforts of a home environment.

In December 2021, just in time for Christmas, Scooby’s family were finally able to move back into their fully-repaired home and — best of all — be reunited with their beloved pet after eight long months apart.

Right: Staffie Scooby spent nearly eight months in our care.





WE OFFER OUR LOVE AND EXPERT CARE TO ANIMALS WHO NEED US

We take in any dog or cat that needs our help, regardless of their breed, age, temperament or medical condition. This includes dogs and cats that have more challenging behaviours or complex medical conditions and need expert care and rehabilitation. The number of dogs we helped with challenging behaviours grew by almost a third over the course of the year.

There is no time limit on how long an animal will stay in our care, and our experienced behaviourists invest a great deal of time in getting to know each dog or cat and assessing how they respond to food, toys and handling. This means that when they're ready to leave Battersea, we can provide new owners with a full picture of what to expect from their new pet, including any ongoing training they will need, or anything to avoid.

Some of our dogs or cats will require a home in a quiet location or further training but we are here to advise and support owners with this from the moment they meet their new pet and every step of the way as they get to know their new companion.

Our thorough assessment process and dedicated advice and support to all those who rehome from us meant that only 6% of dogs and 3% of cats were returned to us within three months of being rehomed. This is 25% lower year-on-year for dogs.

Above: Staff dedicate time to developing a bond with all of our animals.

IN FOCUS

LOOKING AFTER LOLA BEYOND BATTERSEA

The Battersea rehoming journey doesn't end once a dog or cat has left our care. We are here to offer our support to owners for as long as we're needed, from helping settle a pet in to their new home, to working through any difficult behaviours that may arise months or years after an animal has been rehomed.

Four-year-old Mongrel, Lola, arrived at our London centre when her previous owners could no longer cope with her boisterous behaviour. While in our care, our team of expert behaviourists and kennel staff worked with Lola to calm her energetic instincts and practice good behaviours using positive reinforcement. To give her the best chance with a potential new family, the decision was made that Lola should go to a home with no other dogs, with experienced owners.

Luckily for Lola, Simon from Kingston-upon-Thames was willing to dedicate the time and effort needed towards her training. The pair headed off to start their new life in March and, over the next few months, our aftercare service and Behaviour Advice Line proved vital on multiple occasions as Lola and her owner negotiated the world together. Our canine behaviourists advised on a variety of topics and obstacles, such as using a long lead and focusing Lola's energy on concentration activities while walking, such as teaching her to "find it" on cue. Advice was also given on reducing Lola's frustration when she had to come in from the garden and still wanted to be outside, and learning to be calm around new dogs and people.

As just one of 692 cases handled by our Behaviour Advice Line last year, we're pleased to report that Lola and Simon put the advice given by our teams into place and were soon thriving, happy and content in a daily routine — even preparing to run one of our Muddy Dog Challenge events together.



Right: Support from our behaviour experts helped 81% of dogs remain happily in their homes.

We're incredibly grateful to the many volunteers who help care for our animals, and who donated over 60,000 hours to supporting our dogs and cats in 2021.

HOME AWAY FROM HOME



Above: 291 cats enjoyed home comforts while staying with our foster carers.

We are responsible for the wellbeing of hundreds of animals at any one time, and we rely on the generosity of supporters to help us provide the very best care for every dog and cat.

We're incredibly grateful to the many volunteers who help us care for our animals, and who donated over 60,000 hours to supporting our dogs and cats in 2021. Our dedicated foster carers provided a temporary home to 315 dogs and 291 cats, giving more than 44,000 hours of their time to offer round the clock care to puppies and kittens, and housing dogs and cats that would otherwise struggle in a kennel and cattery environment. Our foster carers also helped us continue to provide care to our animals when our staffing levels were affected by Covid-19. We support our foster carers, providing food, bedding, and any training and advice they need to look after our animals in their home.

Alongside our foster carers, the volunteers in our two Communities in Guildford, Surrey, and Ashford in Kent, helped us find homes for 61 dogs and cats throughout the year. These rehoming successes were made possible thanks to ongoing support from players of People's Postcode Lottery, who helped fund the work of our Volunteering, Fostering, and Communities teams throughout 2021.

Mars Petcare remained a vital supporter of our work in 2021, providing us with a plentiful supply of pet food throughout the year for the animals at our centres and in temporary foster homes.



IN FOCUS

THE PERFECT PAIRING

Nine-year-old Staffie, Lily, spent a month in the care of one of our Community Rehoming Volunteers (CRVs) as her ongoing medical treatment meant it might take a while for the ideal new home to be found for her. Lily blossomed in the care of her CRV Rose-Marie — quickly settling into home life and enjoying a few visits to our hydrotherapy centre in London.

Just a couple of weeks after she went out into our Communities programme, a gentleman named John got in touch as he was interested in the possibility of rehoming Lily. He had spotted her details on our website and wasn't put off by Lily's medical conditions, partly as he too suffers from arthritis, just like his potential new pet.

At their first introduction at our Old Windsor centre, there was an instant bond between the pair and Lily went home with John later that day — along with personal advice from Rose-Marie detailing some of Lily's individual traits and needs, just one of the advantages of her having spent time in our Communities programme with a dedicated CRV. Lily has been thriving ever since in her new home in Kent, with John telling us that he has found "a companion who brings more joy than expected or ever hoped for".

John and Lily's story highlights the importance of our work within designated Battersea Communities. Not only does it find more loving homes for animals outside the reach of our traditional fixed rehoming centres, but it can also help us to reach different segments of society where the companionship of rescue animals can potentially help to alleviate social isolation and loneliness.

Above: John and Lily enjoying each other's company at home in Kent.

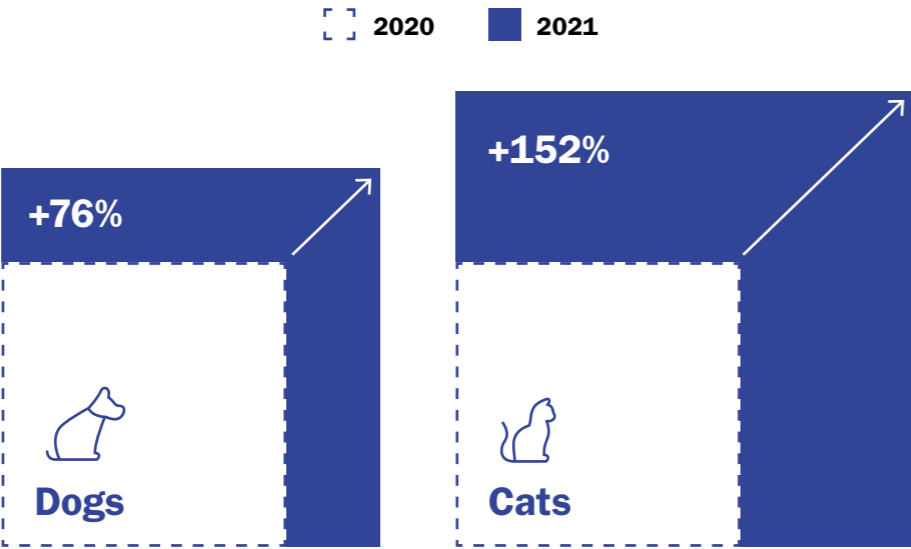
MAKING THE TRICKY TO REHOME EASY TO REHOME

Every dog and cat's journey to a new home starts with someone visiting Battersea's website and registering to rehome. Finding the right homes for our dogs and cats is important to us and we are working to make our online rehoming process as intuitive and informative as possible, whilst improving our ability to find homes for some of our 'trickier to rehome' animals with particular requirements.

Following an in-depth review of how people go through the online rehoming process, we updated our content and features to improve people's understanding of the process and enhance their experience. This included a 'favourites' function enabling us to better match potential new owners with our dogs and cats through a method called 'reverse matching'. We've continued to make improvements to the system, which uses machine learning to identify applicants that are very likely to rehome from us. As a result, the people identified as 'very likely to rehome' who then went on to rehome from us increased by 76% for dogs and 152% for cats. This has helped us to more quickly match animals that have specific requirements to owners with appropriate experience or lifestyle.

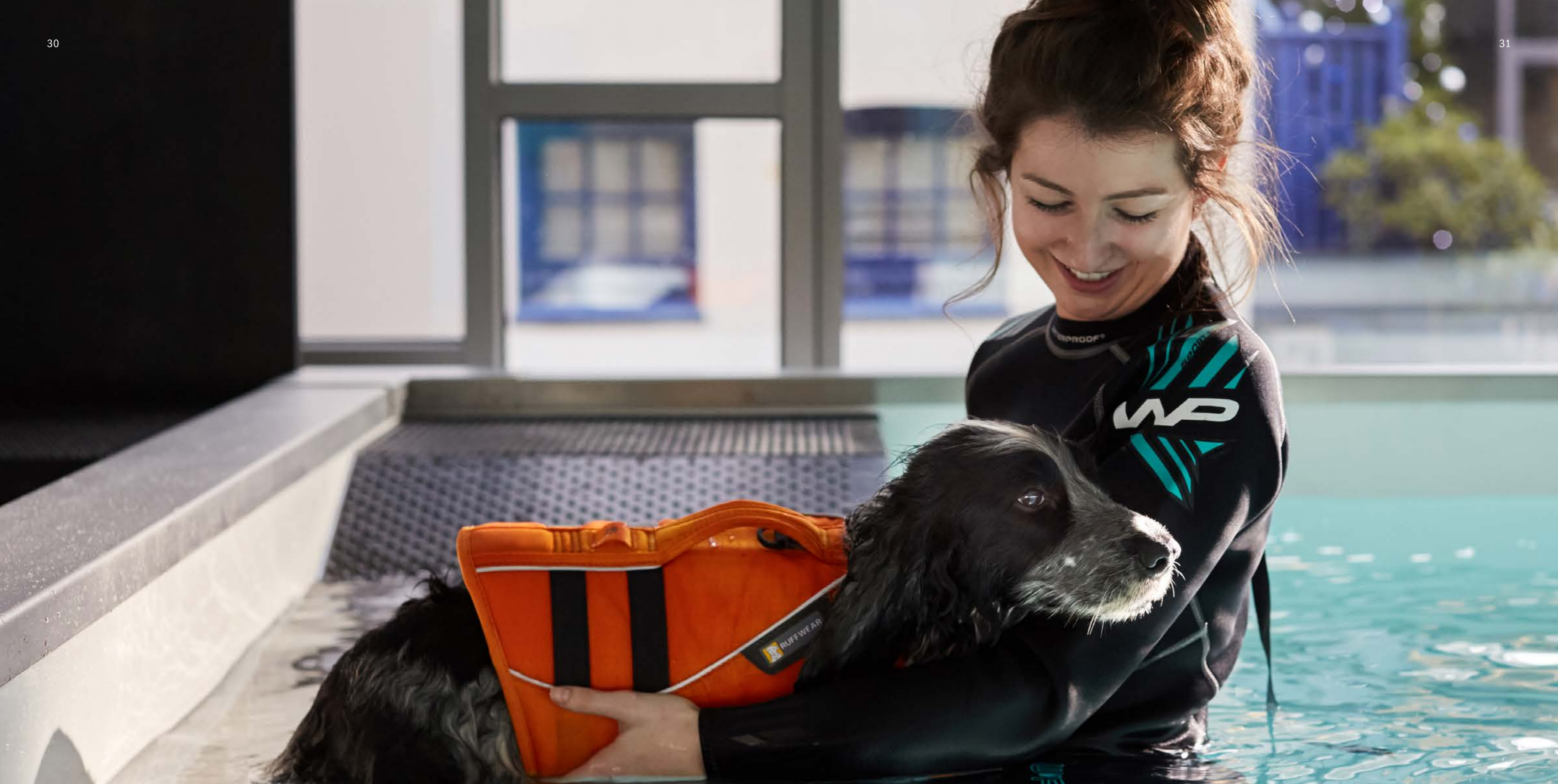
In response to high levels of rehoming applications from around the UK, we also introduced a new signposting feature for those living over 70 miles from one of our centres, advising them of other rehoming organisations near to them. The pop-up has sent an average of nearly 1,500 people to local rescue centre websites each month, helping keep rescue as people's first choice when getting a new pet.

People identified as 'very likely to rehome' who then went on to rehome.



Right: Long stay Battersea cat Suki enjoying life in her ideal new home.





WE SHARE EXPERTISE

We learn so much, every day, by caring for dogs and cats in our three centres.

Above: Our medical experts cared for thousands of animals in our state-of-the-art facilities.

PROVIDING MEDICAL CARE AND EXPERT REHABILITATION

Battersea's veterinary team overcame a challenging year, continuing to treat a consistent number of animals throughout 2021 despite continued Covid-19 restrictions.

A total of 2,748 operations were carried out by the vets at our London and Windsor clinics in 2021, up 8% year-on-year to reflect increased intake numbers. This figure included 1,109 dog and cat neuters and 1,219 dental surgeries. The clinic team also continued to provide vital veterinary support to sector partners in need of our help, treating 26 dogs and 73 cats referred by the RSPCA, Blue Cross, and StreetVet.

Our newly opened hydrotherapy facility supported 663 canine hydrotherapy sessions, helping dogs with orthopaedic conditions and post-operative rehabilitation. In June, the facility was opened to dogs belonging to members of the public, offering medical referrals and enrichment swims to 76 owned dogs in the second half of the year.

IN FOCUS

TAKING CARE OF DAISY



Shih Tzu puppy Daisy arrived at Battersea when her owners could no longer care for her. Upon her arrival it was clear that the youngster wasn't like other puppies and was often lethargic and refusing her food. Battersea's team of vets soon discovered that Daisy was suffering with a severe liver condition known as a shunt, which left her life hanging in the balance.

Head Vet, Shaun Opperman, explains, "After eating a meal, blood is normally filtered through the liver, the organ responsible for processing nutrients and cleaning out any toxins. But — in the case of a liver shunt — a blood vessel can bypass the liver completely, meaning it isn't able to do its job. The condition can be repaired with very specialised veterinary surgery, although this can be risky and sadly comes with a 1 in 20 mortality rate."

At Battersea we regularly work with other organisations to offer dogs and cats the very best care; sharing knowledge, facilities and a dedication towards helping rescue animals. With help from the expert team at Langford Vets in Bristol, Daisy was able to have the life-changing operation she needed and was soon on the mend back with her foster carer, Battersea's Head Nurse, Rachel.

After months of post-operative care in her foster home and on-site at Battersea, Daisy was a happy and healthy puppy and she's now enjoying her new life in Hertfordshire with former Spice Girl, Geri Horner.

Above: Daisy with foster carer, Rachel.





IN FOCUS

LEARNING EVERY DAY

To help improve the wellbeing and comfort of cats, including those in Battersea's care, we granted funding to a 2021 research project led by feline welfare and behaviour advisor and Battersea collaborator, Dr Lauren Finka.

The research project aimed to establish clear guidelines for anyone to follow when interacting with a cat, from behaviour experts at rescue centres like Battersea, to anyone planning to own a cat in the future. A key part of the study was carried out at our London centre, with researchers and Battersea staff monitoring participants as they interacted with 100 of the cats in Battersea's care.

The findings showed that although every cat is unique, there are some consistent similarities with regards to human interactions, and the 'CAT' guidelines were created to improve everybody's understanding of cats. During the research project, when the guidelines were followed, cats were significantly less likely to behave aggressively towards people and were also more affectionate.

Battersea's Feline Welfare Manager JoAnna Puzzo, said, "Collaborating with Dr Finka and the university has been an invaluable experience for Battersea. The study's findings will be of great benefit to not only the cats in our care and the owners who look to us for pet care advice, but the millions of pet cats across the UK and beyond."

Funding research is a key part of Battersea's Grants programme. Not only do studies like this one have the potential to directly help improve the lives of the animals in our temporary care, but also the lives of thousands more animals around the world.

Above: Findings from the study will benefit many cats in our care and beyond.

SUPPORTING THE PET OWNERS OF TODAY AND TOMORROW

We would love it if dogs and cats never needed a rescue centre like Battersea. So, we help people make informed choices when getting or caring for a pet, we provide training and welfare advice, and we strive to reunite owners with their lost pets. With many people continuing to get a pet during the pandemic, we recognised the specific challenges these new owners faced and shared our expertise and additional resources to support them on their journey.

After 162 years of caring for dogs and cats, we've built up a lot of knowledge when it comes to training, understanding and looking after animals. By sharing our advice, we hope to help keep more dogs and cats in their homes by giving pet owners the best chance of supporting their animals. Our canine behaviourists delivered over 500 hours of puppy training and launched a new adolescent programme for dogs between five and 18 months of age. Almost 200 pet owners attended the virtual classes to learn about loose-lead walking, constructive play, meeting new people and dogs, and preventing separation anxiety.

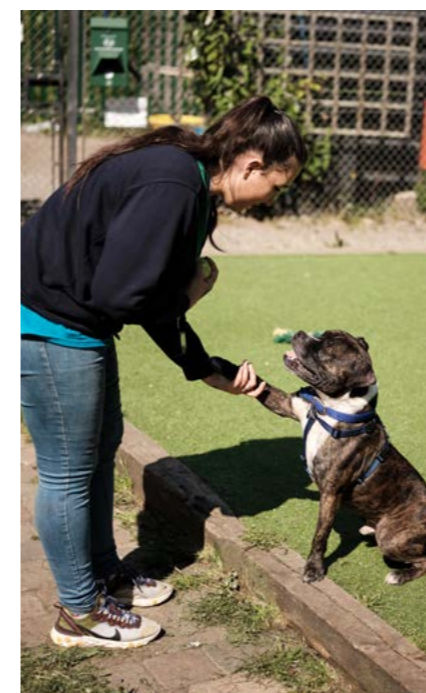
Our popular online pet advice series The Battersea Way also supported owners with 44 new training videos and animations and more than 120 pieces of written content. Pet advice content was viewed 3.6m times on our website and reached 7.4m people on social media with almost half a million YouTube views. Battersea's pet advice now appears in the top three search results for more than 450 pet advice queries, an increase of a third year on year.

With more people owning a pet than ever before, expanding the ways we can support owners came at a critical time and has had a real impact on pets and their families across the country. Our Canine Behaviour team provided free, over-the-phone behavioural advice and support to pet owners, responding to 692 individual cases across the year, of which just over half involved Battersea dogs. Advice was provided across a wide range of issues and queries, and in 83% of cases, the behaviours were sufficiently resolved to enable the dogs to remain in their homes.

Reuniting lost pets with their owners is an important part of the work we do at our three centres. Battersea's Lost Dogs & Cats Line, now in its 24th year, continues to provide support to pet owners whose dogs and cats have gone missing. Reported lost dogs and cats increased by 40% from 2020, with a total of 3,177 lost animal reports logged. This was a result of us receiving an increased amount of reports of lost animals from across the country, as well as logging all lost dogs and cats reported through our microchipping provider Petlog.

Despite a significant increase in lost pet reports, we reunited just 250 of these animals with their owners — 5% less than in 2020. 81% of dogs coming into our care were microchipped but many of these microchips contained out of date information, hampering our efforts to track down their owners.

Reuniting stray cats with their owners is difficult when only 40% of cats coming into our care are microchipped. In December, Battersea welcomed a Government announcement on the introduction of compulsory cat microchipping. We responded to the DEFRA consultation on this issue, along with 13 other consultations across the year on key animal welfare topics such as border protection, and wider charity regulation, maintaining our position as a sector leader influencing real positive change to improve the lives of animals.



Above: Our staff use their expertise to create tailored training plans to prepare our dogs for new homes.

Right: Our experts ensure training is fun for all involved.

Below: Lucky being reunited with her owner at our London centre.



IN FOCUS

A LUCKY DECISION



Lucky the Jack Russell Terrier was cruelly stolen from her owners in August 2020 while she was out on a walk. After months of searching, the family believed they would never see their much-loved pet again.

However, in December 2021, the aptly named little dog was taken into our care after being found roaming the streets as a stray in Wandsworth. Upon arrival at our London centre, Battersea staff immediately checked Lucky for microchip, a quick and easy process that they carry out with every new arrival. Thankfully, Lucky's owners had not only had her chipped, but the details on the microchip had been kept up to date and staff were able to quickly trace her owners and arrange for the family to be reunited with their beloved pet — just in time for Christmas.

While Lucky was able to be swiftly reunited with her loved ones, many of the strays that come through our gates are not as fortunate. We believe that more work must be done to make compulsory microchipping an effective way of keeping people and their pets together.

Battersea has produced a report each year on the effectiveness of compulsory dog microchipping since the law was first introduced in April 2016. We were encouraged to see that the Government intends to pursue several of our recommendations when it published its own review into compulsory dog microchipping at the end of 2021. These recommendations include easier access to all microchipping databases, expanding the details held in these databases, and an awareness campaign for owners and breeders to remind them to update their pet's microchip details.

IN FOCUS

CANINE COLLABORATION

Our email pet advice series, *The Battersea Way*, continued to garner new subscribers, reaching 24,000 people last year. Its growing popularity saw dog-friendly holiday company, Canine Cottages, become Battersea's first email corporate sponsor in March 2021.

The pet advice series sees us share our expert advice through regular emails to help promote responsible pet ownership. Landing in subscribers' inboxes every month, topics covered by *The Battersea Way* include everything from behaviour and training tips to DIY recipes — everything to help ensure more pets can be happy and healthy.

74% of surveyed subscribers said they had put our advice into practice and 90% said it helped them understand their pet's needs, demonstrating how important it is for our expert staff to share their specialist knowledge with dog and cat owners across the country.

During the partnership, Canine Cottages also helped to raise the profile of *The Battersea Way* email series by inviting our Head of Canine Behaviour, Ali Taylor, to be on the judging panel of their Canine Critics competition. In addition to this, Canine Cottages also features Battersea training and advice content on its blog, helping to position Battersea as a leading expert and help our advice reach Canine Cottages' audience, many of whom own pets and may be in need of support at some stage of their pet ownership journey.



WE COLLABORATE

All the knowledge we gather helps us to improve the lives of the animals we'll never meet, through our work with other rescue organisations and charities at home and abroad.

Above: Sharing expertise through our Academy programme is just one of the ways we are making a real impact for dogs and cats in the UK and beyond.

OUR SUPPORT FOR DOGS AND CATS SPANS THE GLOBE

We know that we can achieve more with other animal welfare advocates than we can alone. Our Academy and grant making programmes are a growing part of the way that we are making a real impact for dogs and cats both in the UK and across the world.

Battersea's work now stretches far beyond the UK as we strive to build a better world for dogs and cats, sharing our resources and supporting the good work being carried out by rescue and rehoming organisations across the globe. We created a new measurement framework to help us better evaluate the impact of this work and inform the development of a new strategy for our Grants and Academy programmes.

The Battersea Academy allows us to help more animals than ever before, using the expertise and knowledge we've gained from more than 160 years of rescue and rehoming in our centres. Since it started in 2018, the Academy has helped 9,842 animals worldwide — from South Africa to Romania. Last year, the Academy delivered 36 programmes attended by 367 delegates from 174 rescues and local authorities across 32 countries. Between them, 3,063 animals were helped in 2021 by those attending our Academy courses. Programmes ranged from animal assessing and rehoming to cat behaviour and welfare, and how to fundraise through digital channels.

We were also able to offer our training in another language for the first time, using a translator to support our training with a rescue from Kazakhstan.

We are working to make our Academy programmes more accessible to all and made significant progress in the development of our online learning management system, ready to be launched in January 2022. This will allow Academy delegates to manage their own learning journey and register for long courses as well as study shorter modules in their own time.

As part of our mission to create lasting change for animals wherever they may be, our Grants programme provides financial support and ongoing advice to organisations to achieve positive change for dogs and cats that need our help. Since Battersea started awarding grants in 2018, we have helped over 100,000 animals worldwide.

Two rounds of Battersea Grants ran in the year, in May and November, and a total of £994,761 was awarded. 123 applications were received, and 57 grants were distributed, including 33 international grants.

Three research grants were also made, focusing on themes of owner perceptions of cat behaviour, dog ownership and wellbeing, and technology use in shelter animal welfare. We intend to make this grant available for international applicants in 2022.

Right: Street Hearts Bulgaria was one of 33 international Battersea Grant recipients.





IN FOCUS

LOKI'S FARM LIFE

In September 2021, Loki found himself at Newcastle Dog & Cat Shelter for the second time. Having lived with his previous owners since he was a kitten, they initially handed Loki in to Newcastle due to a change in circumstances. Loki had always been loving with them, although anxious around males and people he didn't know, so the decision was made to rehome him to an experienced cat owner with no other pets. Sadly, after an unprovoked attack while stroking him, the new owner brought Loki back into Newcastle's care.

Fortunately for Loki, staff at Newcastle had recently attended a one-day course delivered by the Battersea Academy. During the course, which was specially tailored to match the organisation's learning needs, focus was placed on how we successfully rehome some of our more challenging animals to farms or working roles, rather than family homes. The course provided an overview of the processes Battersea uses to ensure the needs of the animal and the outlet home are both met. This information and other learnings were immediately put into practice when faced with Loki's situation.

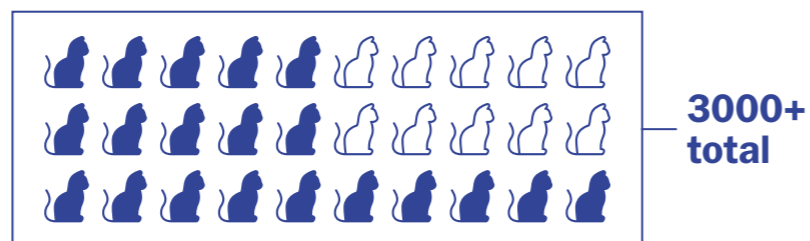
Anjuli Hakin, Animal Welfare Manager at Newcastle, says, "Using the knowledge we learned from the Battersea course, we concluded Loki may benefit from an outlet home. During his time with us it became clear Loki needed to know that humans were around as he was fully dependent on them for survival, but he did seem very happy having the option to come and go as he pleased. Fortunately, we found a very responsible lady with a farm who was willing to offer Loki a home alongside her existing semi-feral cats in a caravan that she has renovated especially for them."

IN FOCUS

CHECK IN & CHAT

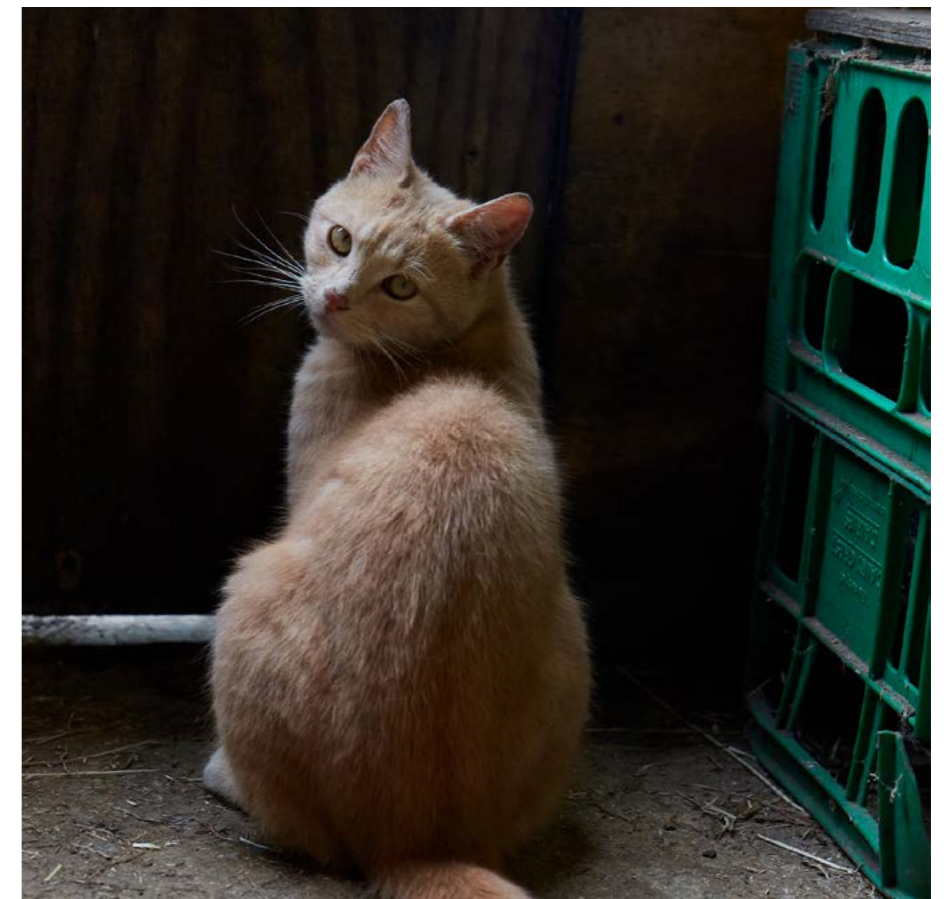
The Battersea Academy Network Conference is just one way in which we share our expertise and collaborate with other rescues worldwide. Attended by 49 delegates, representing 31 organisations and seven countries, the virtual event provided an opportunity for rescues to exchange ideas and explore new ways of working.

We also held 11 informal 'check in and chat' sessions through the year providing networking, mentoring, skill-sharing and connectivity with organisations who have attended the Academy.



Animals helped by those who attended Academy courses in 2021

 100 animals in the UK  100 animals internationally



Left: Our Academy team delivered virtual 'check in & chat' sessions in 2021.

Right: With Battersea's help, more cats are beginning to live in outlet homes.

58,053 dogs and cats directly benefited from Grants funding awarded in May 2021.

IN FOCUS

MAKING A DIFFERENCE THROUGH SPAY AND NEUTER

Animal Spay and Neuter International (ASNI) is just one recipient of funding from our Grants programme, used to help thousands of stray and in-need animals across Romania through its Neuter and Spay/No More Strays project.

One animal to benefit from ASNI's project was Maisy, a cat collected by the charity along with three dogs from a low-income family in Sohatu Village, a remote area to the east of Bucharest. The charity collected the animals and transported them 40km to its Centre for Hope veterinary centre, where all four were able to be given the medical attention they needed as well as spay and neuter operations to prevent more puppies and kittens that the family would consequently not be able to look after. During initial checks, Maisy was found to have a neurological condition requiring further investigation and treatment, which would have gone undiagnosed without intervention from the charity. Once back to full health, and no longer at risk of unwanted litters, the animals were able to return home.

As well as helping to fund the Centre for Hope hospital, the financial support provided by Battersea Grants has enabled ASNI to reach even more animals with its 'spay shuttle' — a van for transporting animals — and the Hope Spaymobile, a specially adapted and equipped ambulance for spaying and neutering animals.

Other international recipients included Zero Stray Pawject in Greece, WeCare International in Sri Lanka, and Street Hearts in Bulgaria to enable them to continue projects that were started in 2020. From funding awarded in May 2021, 58,053 dogs and cats have benefited to date. This includes 49,700 dogs and cats that have indirectly benefited from online training delivered to municipalities across Greece through the Zero Stray Academy funded by Battersea.

Right: ASNI's Dr Aurelian Stefan carrying out Maisy's spay at the Centre for Hope.





IN FOCUS

SUPPORTING RESCUES THROUGH COVID-19

In 2021, 29 grants were issued in response to Covid-19 across the UK and internationally to help rescue and rehoming organisations continue to provide vital services during the pandemic. To date, more than 5,185 dogs and cats have directly benefitted from this funding, including Chico — a two-year-old Mastiff helped by Aireworth Dogs in Need, a volunteer-run charity in Bradford, UK.

In his previous home, Chico had lived in a room littered with his own faeces, chewing up the doorframes and skirting boards and not having much — if any — human contact. As a foster-based charity, it would have been difficult for Aireworth to place Chico due to his size, lack of housetraining and fears. Luckily, thanks to Battersea grant funding, the organisation was able to expand its network of specialist foster carers in preparation for an increase in dogs relinquished during the pandemic due to behavioural problems. Having extra funds in place allowed Aireworth to get help from professionals to support these dogs, as well as give its network of foster carers more training to deal with behavioural needs.

With secure funding in place, Aireworth contacted a residential behaviourist it routinely works with. Chico was placed in the behaviourist's kennel facility, where he worked on introducing the unsocialised dog to people, other dogs, and various stimuli. Eventually, Chico moved into the behaviourist's house to learn what family life might be like. In November, Chico was finally able to go to his new permanent home with his new sister, Skye, also a former Aireworth Dogs in Need resident.

In June we formed a new partnership with The Kennel Club Charitable Trust, which included them committing to generously donate £300,000 to the Battersea Academy, to support our ongoing work with dog rescues across the UK.

Above: Chico relaxing with his new adopted sister, Skye.

WORKING TOGETHER TO BRING ABOUT POSITIVE CHANGE

Battersea seeks to collaborate with other animal welfare charities to drive positive change for dogs and cats, and in 2021 we engaged with more than 40 different charities, industry bodies and organisations to pursue our animal welfare policy goals. We continued our support for APGOCATS (The All-Party Group on Cats) by co-ordinating joint policy briefings, collaborated with the RSPCA on a joint submission to the Government on the Action Plan for Animal Welfare, and joined forces with the Kennel Club to issue an FOI request to all Police forces to ascertain the number of Section 1 banned breed dogs involved in anti-social behaviour.

We also worked with a range of partners in Scotland to create a forum to turn animal welfare into a key election issue ahead of the devolved elections. This included organising hustings events with all the leading partners and creating a joint manifesto. In Wales, we brought together two competing sector groups for joint dialogue with the Welsh Government leading to Battersea now being called upon to represent the animal welfare sector at meetings with ministers and officials.

The Chief Executive served as Honorary Secretary (and an ex-officio Trustee) of the sector membership body, the Association of Dogs and Cats Homes (ADCH) throughout the year. ADCH continued to play a vital role in bringing the sector together and supporting animal rescues across the British Isles through the challenges of Covid-19, as well as sharing guidance, raising standards, and promoting best practice. The Chief Executive was also appointed as a non-executive Director to the Government's Animal Health and Welfare Board for England (AHWBE) to advise on companion animal welfare, and as Chairman of the Greyhound Forum, an assembly of welfare charities, vets, and representatives from the racing industry focused on monitoring and improving Greyhound welfare.

In 2021 we engaged with more than 40 different charities, industry bodies and organisations to pursue our animal welfare policy goals.



WE CAMPAIGN

We continue to strive for our goal of creating a better world for animals everywhere.

Above: Four years after launching our campaign to increase maximum prison sentences for animal cruelty, we celebrated success in April when the Bill passed.

WE WILL ACT AS A VOICE FOR ANIMALS WHO NEED US

Four years after launching our campaign to increase maximum prison sentences for animal cruelty, we celebrated success in April when the Animal Welfare (Sentencing) Bill was passed, bringing in five-year maximum sentences for England and Wales, in line with Scotland which passed the equivalent legislation in 2020. Battersea was the first to campaign for this change and we were commended in both the Houses of Parliament and House of Lords for our determination in garnering the support of 73,000 animal lovers, and almost 200 MPs and MSPs.

Social media videos celebrating the culmination of this campaign reached 690,000 supporters and media coverage included articles in The Sun, Daily Star and Metro. Ricky Gervais and Ambassador Paul O'Grady, who were heavily involved in the launch of the campaign, shared the good news on their own social media channels and provided Battersea with quotes and video messages. Many of our other high-profile supporters also celebrated this campaign success including Ambassadors David Gandy and Amanda Holden, and celebrity friends Kirsty Gallacher, Bella Mackie and Deborah Meaden, helping us reach over 17 million people.

In May we welcomed the Secretary of State for DEFRA, the Rt. Hon George Eustice MP, to our London centre to launch the Government's new Action Plan for Animal Welfare. This plan set out the Government's intention to improve welfare for pets by tackling puppy smuggling, introducing compulsory microchipping for cats, cracking down on pet theft, and banning electric shock collars. The visit was covered by national media, leading to 228 pieces of coverage mentioning Battersea. Across the year, we held 54 meetings with politicians including hosting a visit by the Speaker of the House Sir Lindsay Hoyle, and we were mentioned 66 times during parliamentary debates.

Right: Battersea dog Pancake meeting
Brendan O'Hara MP at an event to discuss
animal welfare issues.



We have been working to crack down on cruelty offences and will continue to call for positive change in 2022.

IN FOCUS

A LOT OF CHANGE NEEDED

Young Presa Canario Lottie arrived at our Old Windsor centre as a stray. Staff were saddened to see that her ears had been cropped and her tail docked, both of which are illegal to perform in this country. Like many dogs that have been mutilated in this way to give them a tough or threatening appearance, Lottie was instead a gentle giant that was often worried about the unknown. Over time though, our patient staff were able to help her grow in confidence. Once she had come out of her shell, Lottie spent a day with Paul O'Grady and appeared in an episode of For the Love of Dogs, helping to highlight the cruel practice of ear cropping.

Thankfully her ears and tail had not suffered any ongoing medical issues as a result of the traumatic procedures, so it was only two weeks before Lottie was ready to go to a loving new home in East Sussex with owners who felt like they had "truly struck gold" when they rehomed her in September.

Despite the law banning these barbaric acts from being carried out on innocent animals, most of whom are still very young, by people that often have zero veterinary experience, we see dozens of dogs like Lottie at our centres each year. That's why we have been working with policymakers and other welfare organisations to crack down on these cruel offences and will continue to call for positive change in 2022.

Right: Lottie enjoying a day of filming with Paul O'Grady.





WE CHAMPION RESCUE

Rescue has always been our favourite breed, and we think these amazing animals should stand out in our communities for that very reason.

Above: Our Wear Blue campaign saw pets and their owners across the country showing their support for rescue animals.

WEAR BLUE FOR RESCUE

We launched our most ambitious integrated campaign to date, 'Wear Blue for Rescue', in September, encouraging animal lovers to visibly show their support for rescue animals everywhere. The campaign provided an opportunity for rescue owners and supporters to get involved, unite and champion the animals they love. The campaign incorporated a new Rescue symbol, an umbrella sign for supporting rescue, which was applied across promotional activity and retail products.

A TV advert voiced by BBC Radio 1 DJ and Battersea dog owner Greg James was complemented by an accompanying 'value exchange' advert encouraging rescue lovers to sign up to receive Wear Blue products and make a regular donation. A media partnership was delivered with popular social media outlet LADBible to reach a younger audience, while corporate partnerships with Aardman, Andrex, Petplan and Queen's Park Rangers helped extend the reach of the campaign.

Celebrity messages of support for Wear Blue for Rescue were led by Battersea Ambassador Amanda Holden and *Strictly Come Dancing*'s Karen Hauer Wyn-Jones, while a host of famous faces shared our TV advert and products on their social channels, helping us reach over 3.5 million people. A Twitter post from Little Mix caused a surge in views of our TV advert and our Ambassador Tom Hardy created a spike in demand for Wear Blue merchandise when he wore a T-shirt featuring the Rescue symbol in interviews for his new film. We also secured support from the world's most famous rescue cat, Larry, and from our Royal Patron and her rescue dogs Beth and Bluebell, generating international media coverage. Almost 5,000 items of Wear Blue branded merchandise were sold, raising £30,000. Over 16,000 rescue supporters signed up to receive Wear Blue pin badges and pet tags, with many also talking with our fundraising team about ways to support Battersea.

The campaign delivered strong cut-through with 37% recalling the campaign when prompted and 33% of the UK population recalling the Rescue symbol, rising to 53% among those aged 18-34. In total the campaign reached 39m with 66,000 visits to our online campaign hub. This helped us continue to raise awareness of the work we do to help animals around the world and connect us with new supporters we may not have previously been able to reach. 71% say that Battersea is a brand they support or would support.

Right: In 2021, we aimed to get the nation to Wear Blue for Rescue.





IN FOCUS

HONEY MAKES LIFE SWEETER

Two people who chose to Wear Blue for Rescue in support of our campaign are Reeta and Howard. The couple rehomed their dog, Honey, from Battersea in 2010 and can't imagine life without her now. To show their ongoing support for Battersea and the millions of rescue animals like Honey, the pair kindly took part in our nationwide advertising campaign.

Reeta says, "We are so proud that we have a rescue. Over a period of three years, we had three bereavements and I remember that one time, I was at home by myself, and I started crying. Honey just nuzzled up against me as if to say, 'I'm here for you'. She just picks up on it and it's like she knows 'they need me now'."

Reeta continues, "Every animal deserves a second chance. When somebody rescues an animal and takes them home for the first time, it's the most magical moment in the world because they give you so much love and so much warmth. To me, rescue is just the way forward."

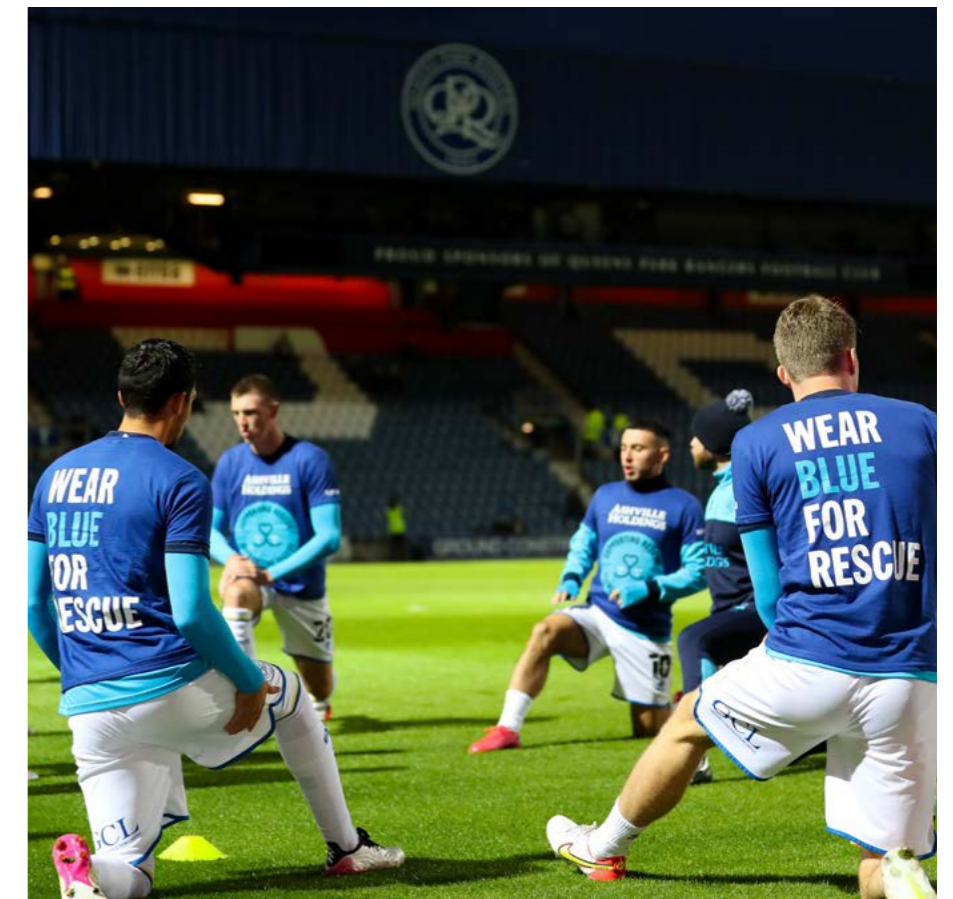
IN FOCUS

SPREADING THE RESCUE MESSAGE

Our Wear Blue for Rescue campaign is all about showing our love for the wonderful, quirky rescue dogs and cats who just need a second chance in life. During the first burst of the campaign, we collaborated with a range of high-profile people and organisations, including football club Queens Park Rangers. The club kindly stepped up to support the campaign with a very special match day at their stadium to celebrate rescue and highlight the campaign.

For the match day takeover, Battersea featured in the match programme, had LED advertising in the stadium, our TV advert playing on the big screen, Wear Blue warm-up T-shirts for players and even a special T-shirt for Spark - the club's cat mascot. Every single element helped us to spread the Wear Blue for Rescue message to a wide audience of fans in attendance, as well as match attendees from the opposing team, Birmingham City, and club staff and supporters.

The Rescue symbol was also displayed in select locations across the capital, including Tower 42 — the fifth highest skyscraper in London — which was lit up with the symbol, shining the rescue message high above the city.



Left: Reeta, Howard and Honey championed rescue in our TV ad.

Right: Queens Park Rangers warm up as they Wear Blue for Rescue.

RAISING THE VISIBILITY OF RESCUE

We delivered 20 new episodes of our award-winning series *Paul O’Grady: For the Love of Dogs*, which was again shortlisted for a National Television Award in 2021. Series nine began airing in April, achieving an average overnight audience of 3.6m viewers, followed by series 10 at the very end of the year. A 30-minute Christmas Day special gained 2.2m consolidated viewers, and the series generated more than 2,500 pieces of media coverage for Battersea and rescue animals. Our social media activity supporting the series reached 3.81 million people.

Other media coverage highlights included former Battersea resident Larry the cat’s ten years at Number 10, achieving a global reach of 1.6bn and 276 pieces of UK coverage. We set up an interview with former Chief Executive Claire Horton on BBC Radio 4’s *Desert Island Discs*, and appeared on ITV’s primetime series *DNA Journeys* in March to reveal to our Ambassador Amanda Holden that her ancestor was once General Manager at Battersea. We teamed up with Selfridges, London Fire Brigade, Transport for London and Universal Pictures to create PR moments with our rescue dogs and cats, achieving 5,814 pieces of media coverage.

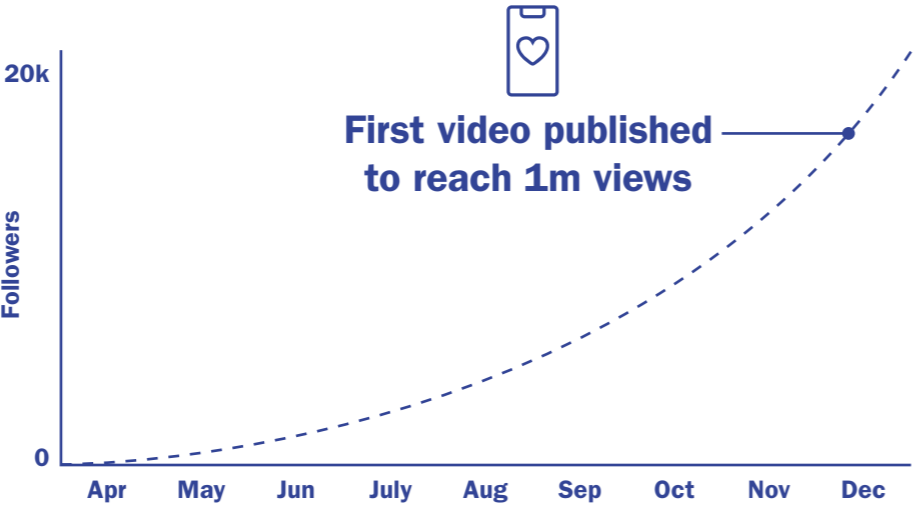
We invited several high-profile personalities to visit our London centre and cultivate new relationships. This included former England and Arsenal player Alex Scott MBE, Sex Education actor Kedar Williams-Stirling, Pussycat Doll Ashley Roberts, Spice Girl Geri Horner, former heavyweight Boxer David Haye and Paralympian Andy Lapthorne. The visits led to great social media engagement, helping raise the visibility of rescue and connect with new and diverse audiences.



IN FOCUS

EXPANDING AUDIENCES

We launched our own TikTok channel in April to increase visibility of Battersea among younger audiences. 70 videos were published across the year achieving millions of views and earning us 23,500 followers. In total our audience across all social media channels grew to 1.54m (a 6% increase on 2020). Other popular online initiatives in 2021 included live streaming from our London cattery, and a sell-out virtual life drawing event with Battersea dogs on Valentine’s Day.



Our 2021 TikTok journey

IN FOCUS

TAKING ON THE CHALLENGE

Our popular Muddy Dog Challenge events returned, and we delivered 16 events over five months, retaining more than 4,500 participants from cancelled events in 2020, and generating 3,500 new registrations. We also delivered another two My Muddy Dog Challenge events, where participants run or walk the distance remotely over a set period of time, with almost 4,000 participants signing up and raising over £120,000.

Among those taking part in Muddy Dog Challenge in 2021 was Nick Toye from Cheltenham, and his four-year-old Labrador, Bear. The pair went above and beyond to help raise vital funds for dogs and cats everywhere. After surpassing their fundraising target at the 2019 Muddy Dog Challenge, Nick felt inspired to not only sign up for his local event in Cheltenham for 2021, but to complete every 2.5km Muddy Dog Challenge with Bear at nine of our locations. They raised over £2,000 and Nick and Bear are already preparing to take on the 5km obstacle course at all nine locations next year.

Nick said, “As Battersea haven’t been able to hold their usual fundraising events for the past year due to Covid-19, we’re trying to do everything we can to raise much-needed funds for the charity. We really admire how Battersea provides invaluable support to other rescue charities and educates pet owners about responsible pet ownership.”

Above: Nick and Bear took on every one of our 2021 Muddy Dog Challenge events.

In 2021, generous donors gave £57m to help dogs and cats. It was a record-breaking year for legacy income, with income of £25.5m

THANK YOU FOR YOUR SUPPORT



Above: Our clinic team routinely performed life-changing procedures.

Right: The gaming community showed their support for rescue animals.

As a charity that receives no government funding we remain reliant on the outstanding generosity of the public to continue to fund our vital services helping dogs and cats and the people who care for them, and we value every single donation.

In 2021, generous donors gave £57m to help dogs and cats. It was another record-breaking year for legacy income, with income of £25.5m for 2021 (a 12% increase on 2020 and a 100% increase in the past three years).

We welcomed 44,000 new regular supporters this year, all of whom kindly signed up to give a monthly donation to support the care of our animals, and another 35,000 animal lovers joined our group of 140,000 cash and raffle donors, together raising £3.3m in vital funds for our charity.

A wonderful supporter pledged a six-figure sum in support of our Veterinary Clinic, whilst our relationship with People's Postcode Lottery led to an increase in funding to £1m per year over the next three years. Virtual and in-person stewardship activities including webinars, centre tours and special events helped with engagement and led to an increase in the average gift size from trusts.

We hosted Battersea's first fundraising dinner in three years in November. Battersea Backstage brought 138 guests together at Quaglino's restaurant, with entertainment from magic act DNA and singer Mica Paris. The event, hosted by Battersea Ambassador Sue Perkins, re-engaged Battersea's closest supporters, provided us with an opportunity to meet new supporters, and raised more than £90,000. We also hosted two in-person Christmas Carol Concerts, with over 1,000 attendees and 3,500 views of the live-streamed concert on YouTube.

We welcome feedback from our supporters and invited them to share their ideas of what future fundraising activities they would like to take part in to support our work. A new Insight Community pilot was delivered, recruiting 300 members of the public to share valuable feedback on Battersea ideas and creative content.

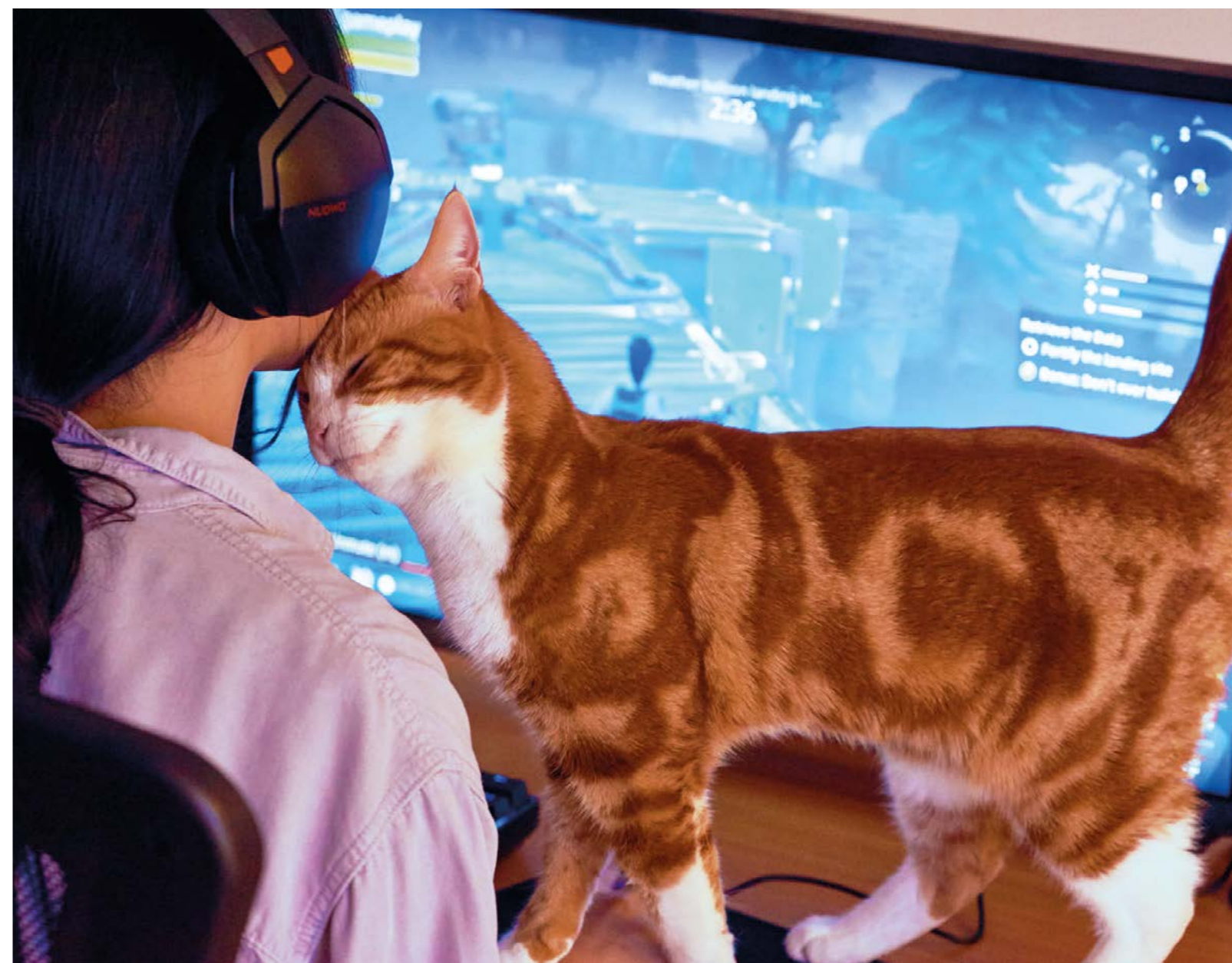
IN FOCUS

GAMING FOR GOOD

In January 2021, we joined forces with mobile gaming developer King.com to launch a four-week charity gaming campaign.

During the partnership, players were able to help real-life rescue pets at Battersea through in-game challenges, engaging with daily content themed to different parts of our work such as training and behaviour or rehoming. Weekly targets were set for players to hit and, for each task achieved, a real-life monetary donation was made by King to Battersea. Players rallied together to collect the tokens needed to unlock the donations for Battersea, and this incredible effort raised £50,000 in eight weeks. It also saw player numbers double, with more than 500,000 players playing every day and 1 million over a week.

The campaign was new territory for both organisations and gave Battersea an exciting opportunity to work within the gaming sector and most importantly, allowed us to reach an entirely new audience of potential pet owners by giving players access to articles sharing our expert advice and guidance on responsible pet ownership. In total, 105,000 players read at least one article highlighting Battersea's work. The partnership went on to win the Silver Award for Most Innovative Collaboration at the Corporate Engagement Awards.



"We're proud that the work we do every day is carrying on their lifetime love of dogs and cats."

IN FOCUS

A LEGACY OF LOVE



Above: Roger and Yvonne decided to remember Battersea in the most generous way possible.

Roger and Yvonne Corkery met as teenagers and were first partnered together at their ballroom dancing classes in Kent in the early 1960s. They formed a very successful partnership for the next five decades, winning several national dancing championships and celebrating their golden wedding anniversary together.

They both had a love of all animals but a particular fondness for Siamese cats, owning a number of them over the years. The Corkerys lived not far from our Brands Hatch centre and, after retirement to Lincolnshire, they continued to keep up to date with Battersea through watching *Paul O'Grady: For the Love of Dogs* and reading *Paws*, our supporter magazine, and the pair continued dancing. Sadly, both Roger and Yvonne were diagnosed with cancer during lockdown. Following the news, they got in touch with our Legacies team to ask if we would become executors of their estate.

Members of the team travelled to Lincoln several times during 2021 to spend time with Roger and Yvonne and get to know them both. When Yvonne sadly passed away, Roger moved into a wonderful nursing home where he too passed away just a couple of months after his beloved Yvonne.

The Corkerys left their entire estate (valued at approximately £1.6m) to Battersea. As their executor, we are now dealing with their estate and have ensured all their personal wishes have been carried out as they wanted. When we think gratefully of the Legacy income we are lucky enough to receive at Battersea, it's the generosity of animal lovers like Roger and Yvonne — and hundreds of others just like them — that we remember and honour. We're proud that the work we do every day is carrying on their lifetime love of dogs and cats.





WE SUPPORT OUR PEOPLE

To enable us to be here for every dog and cat, we must also continue to support and develop our dedicated staff and volunteers to be the very best they can be.

Above: At the start of the year, we launched Battersea's first ever intranet to help staff stay connected and easily access information they need to do their jobs.

BATTERSEA IS HERE TO HELP ANIMALS BUT IS NOTHING WITHOUT ITS PEOPLE

To realise our strategic ambitions, we must continue to support and develop our staff and volunteers to be the best they can be. At the start of the year, we launched Battersea's first ever staff intranet 'Pawtal' to help staff stay connected and easily access the information they need to do their jobs. Battersea's first staff wellbeing plan was also delivered, helping build resilience in response to ongoing pandemic pressures, through provision of guidance, signposting of support services, development of line manager capability and the development of a mental health first aider network. Throughout the year, Covid-19 updates were issued to staff, providing regular updates on our response to Government guidelines and reinforcing our Covid-19 protocols.

We began a six-month hybrid working pilot for non-operational roles in September, supporting our staff with this new way of working by sharing regular written guidance and hosting information webinars, as well as establishing an evaluation framework to measure the impact and effectiveness of the pilot. We introduced a new desktop phone system, cloud-based printing solution and laptops to facilitate and support hybrid working and reduce our exposure to data security risk.

Our first leadership framework was introduced, along with a new performance management system. An integrated onboarding and induction process was launched for new starters providing opportunities for staff to engage with Battersea before joining. The process was shortlisted for a Learning Pool award for Most Innovative Use of Learning Technologies.

A review of safeguarding practice and the development and implementation of an action plan significantly strengthened our internal knowledge and capability to respond to safeguarding concerns. This included the introduction of Safeguarding Leads and a Safeguarding Committee to embed a culture of safeguarding, particularly in customer-facing functions.

In January we achieved Investing in Volunteers Accreditation for the second time, receiving excellent feedback about the quality of the volunteer programme. The total number of volunteers at the end of 2021 was 798, a 16% decrease on the previous year's number. The role with the biggest drop in numbers was the kennel volunteers, many of whom chose not to return following the easing of restrictions that had prevented them from regularly coming in to help. We plan to bring more kennel volunteers back onsite in early 2022. Our partnership with People's Postcode Lottery has been vital during this time, with their funding helping continue to improve the volunteer experience at each of our centres and beyond our gates.

Right: Staff and volunteers began to spend more time on site once more.



“All the dogs have been different, so it’s been interesting and great fun to learn about their individual ways.”

IN FOCUS

GIVING OUR ANIMALS THE GIFT OF TIME

Battersea volunteers contributed 62,602 hours of support in 2021, the equivalent of 40 staff, at a value of £1.1m. As well as fostering and socialising our animals, gardening and providing vital support to our office-based teams, they supported 21 events in our Guildford and Ashford Communities.

Anna and Neil Dunstan were the very first Community Rehoming Volunteers recruited to join our Battersea Community in Guildford, not long after it was established in 2019. Battersea Communities are designed with the aim to help more dogs and cats, through working with local people in areas where we don’t have rehoming centres. Battersea Communities allow amazing volunteers like Anna and Neil to care for dogs and cats within their homes for however long it may be required.

Over the two-year period since the couple joined our Communities team, they have provided a much-needed temporary home to an incredible 12 dogs. Neil says, “All the dogs have been different, so it’s been interesting and great fun to learn about their individual ways. As a household we went from having little experience of dogs to having full-time care of several different breeds. Our contacts at Battersea have always been on hand to provide support when we needed it and there’s a strong sense of everyone working towards a common goal in supporting the animals. It’s been great to feel part of a united team of staff and volunteers.”

It’s thanks to volunteers like Anna and Neil that Battersea can reach new communities that we may not have had easy access to previously and help even more animals.

Right: Neil and one of the 12 dogs he’s helped rehome spreading the word about Battersea in the local Guildford community.





WE EVOLVE

We strive to create lasting change for our animals and people by building a more diverse, inclusive and sustainable Battersea.

Above: Creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

MAKING STEPS TOWARDS A BRIGHTER FUTURE

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

As part of our commitment to making Battersea a more diverse and inclusive organisation we commissioned important research with our staff and volunteers to better understand their views and experiences. This led to us developing and consulting on a major organisational multi-year Diversity & Inclusion Action Plan that was published in August. The plan outlines key targets for the next five years, including doubling the proportion of our workforce that are from an ethnic minority background, and increasing the number of employees with a disability by a minimum of 32%.

Progress on delivering our Action Plan in 2021 included the launch of a new careers site enabling data driven decision making, a more accessible application process for candidates, and anonymised shortlisting. We also began a review of our recruitment process, developed an analysis of benchmarks and targets for workforce diversity at Battersea, and recruited Battersea's first dedicated Diversity & Inclusion Business Partner. This vital area of our work has been strongly supported by our Trustees, including Cassie Newman who was appointed as Trustee Diversity Champion in September.

A website accessibility audit helped us understand how we can improve our website to make it more accessible to users with diverse needs including visual impairments, identifying areas for change to ensure screen reader technology can be successfully used on our website. The audit also identified design elements to be updated to ensure all content can be easily read by all people.

In April 2021, we continued our sustainability journey with a goal of reducing environmental impact across all functions. Our carbon footprint for 2021 was calculated and the data revealed that our carbon emissions have declined over the past three years, although this is likely to have been impacted by Covid-19. To ensure Battersea continues to become more sustainable, an interdepartmental Environmental Management System was developed and made responsible for objectives including improving waste management systems which received Bronze certification from Investors in the Environment, and reducing our spend on energy through more efficient use. We also won the Silver Gilt award for our London in Bloom Environmental Challenge submission. A 'Green Group' was created to connect staff and volunteers to the cause. 31 staff and volunteers joined the group, with at least one member in every main working department and at least one from each site.

Sustainability benefits more than just the natural environment — it can also help improve the wellbeing of our staff and volunteers and our animals. To help with this we introduced an office plant giveaway scheme in November, with more than 80 plants on desks helping improve air quality and boost people's moods, while dogs benefited from new pet friendly plants for additional enrichment.

Right: Battersea is proud to be here for every dog, cat and human.





WHAT'S NEXT

A look at our plans, hopes and ambitions for helping more dogs and cats in 2022.

Above: Our supporters will always go above and beyond to help raise money for Battersea.

THE YEAR AHEAD

2022 will see us reach the penultimate year of our current five-year strategy to be 'here for every dog and cat', and we are making plans to ensure that we can continue to grow as an organisation, both in the number of animals we help at our centres and beyond, and the level of our impact on animal welfare in the UK and around the world.

DIRECTLY HELPING MORE DOGS AND CATS

We will continue to improve the rehoming experience for anyone adopting a Battersea animal, including a new home-to-home rehoming service which will create additional ways for us to take in and rehome dogs and cats, while continuing to develop innovative digital technology to support rehoming. We will also expand our aftercare support for owners that rehome behaviourally and medically challenging pets to offer ongoing advice and care as well as continuing to offer an array of advice across our digital channels for all pet owners.

As our hydrotherapy expertise continues to grow, we will look to increase the number of dogs that can benefit from the facilities, as well as launching a new physiotherapy service for our animals with medical issues.

Beyond our gates we will continue growing our impact in key areas including the launch of a new community that will run alongside our existing ones in Guildford and Ashford. Our Animal Partners team will increase and develop workshops to share our expertise with our partners at other dog and cat rescue centres..

REFRAMING RESCUE

As part of our strategy to reframe rescue, we will continue to build on the success of our Wear Blue campaign with high profile marketing and fundraising activity.

Audiences will once again be able to get a glimpse into the day-to-day work of Battersea as ITV's Paul O'Grady's For the Love of Dogs returns for an eleventh series. We will use creative approaches to continue to engage with animal lovers across the country and increase public awareness and support.

Right: We will build on the success of our Wear Blue campaign to make rescue the nation's favourite breed.



OUR VOICE

As we continue to increase our support for other organisations across the sector, we will be researching the ongoing impact of the pandemic on rescues, as well as the possible effects of the proposed regulation of rescues across the UK.

With more people than ever now owning a pet, the timely launch of the second phase of our Pet Friendly Properties campaign, focused on the private rented sector, will highlight the housing challenges people with pets face every day and encourage more landlords to allow animals by the end of the year.

As a leading voice in animal welfare, we will influence the legislative agenda at all levels of government. We will campaign across many issues including updated regulations on microchipping for dogs and cats, the Kept Animals Bill and the Animal Sentience Bill and work hard to ensure that the welfare of animals is the top priority in decision making.

INCREASING OUR IMPACT

In 2022 we will develop a strategy that will significantly increase the number of animals we are able to help and bring together our Academy and Grants work to create Battersea's Global Programmes.

Part of this development will see the launch of three multi-year partnerships with rescue organisations, the first of which will be with Jai Dog Rescue in Thailand, to support a capture, vaccinate, neuter and release programme. We will also relaunch a Global Research Programme as we expand our work with overseas rescues.

OUR ENABLERS

We want Battersea to be a welcoming, safe and inspiring place for all who work or volunteer with us. Building on the important steps we have taken this year, we will continue to deliver our Diversity & Inclusion Action Plan. Alongside this we will develop a People Strategy to create transformational change across the organisation which will be supported by insight from staff and volunteer surveys.

As our kennel volunteers return to our centres, we will support them in safely resuming their roles and create new roles across different teams where further support is needed.

While we may no longer be living under restrictions, we plan to create and continue running virtual and hybrid fundraising events, including Muddy Dog and Facebook fundraisers. As we expand our fundraising activities, we will look to bring on new sponsors to support our work.

We will implement our Data Strategy and begin to introduce replacement CRM systems for our animal information management system and our fundraising platforms, underpinned by the development of a new operating model and impact measurement framework.

Right: One of Thailand's street dogs receiving care from Jai Dog Rescue.





OUR FINANCES

OUR INCOME

In 2021 we raised a total income of £58.3m from all activities thanks to our wonderful supporters. For every pound we spent on fundraising last year, we turned it into £3.63 to ensure we can continue to be here for every dog and cat.



IN FOCUS

FOR THE LOVE OF CATS

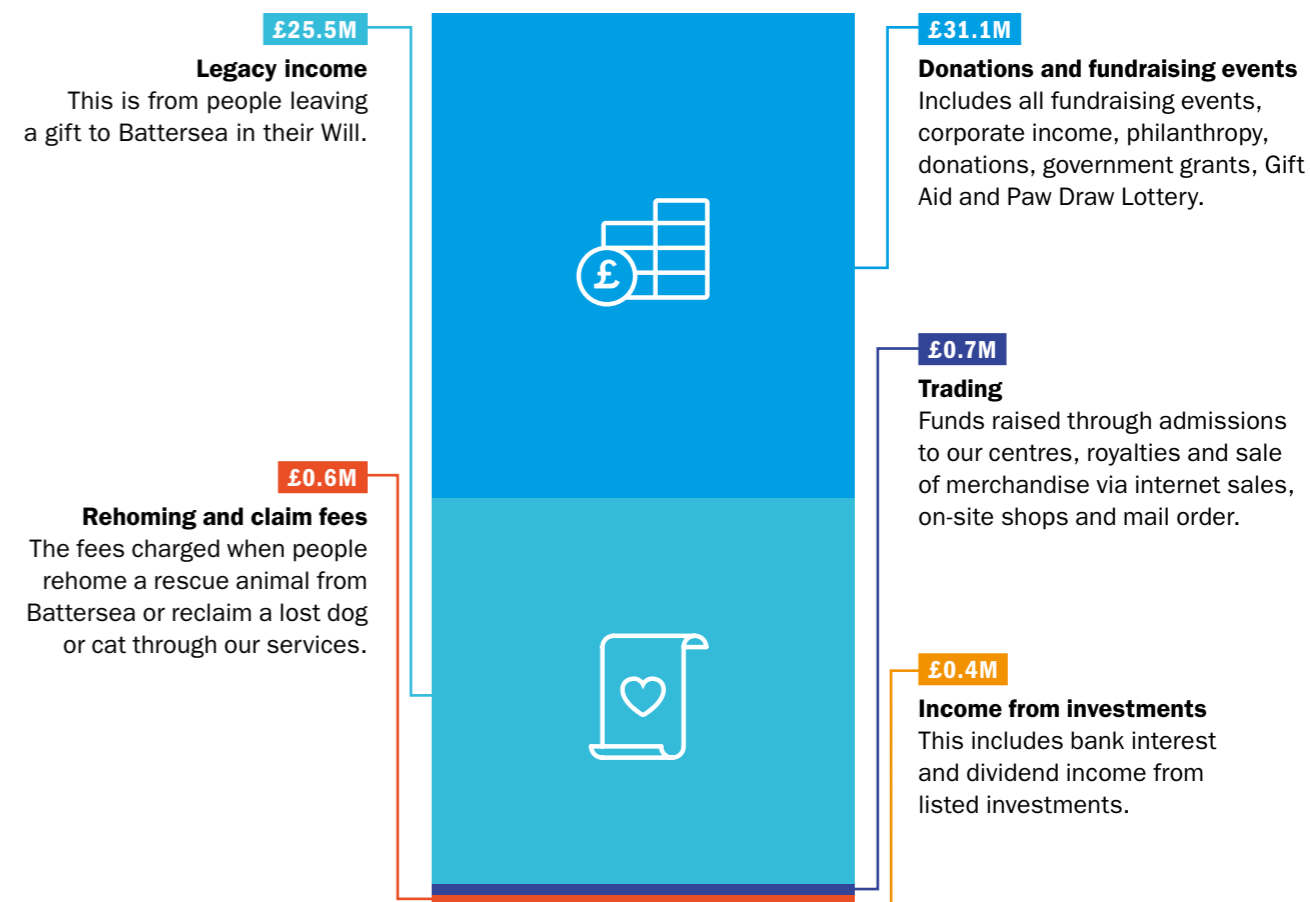
It is thanks to kind-hearted philanthropists like John and Sammy that we can continue much of our work to support dogs and cats in need. The pair first came to Battersea as legacy pledgers, wanting to remember Battersea in their respective Wills. However, thanks to John's life-long love of cats and owning three of their own, they decided to become regular donors as well, making many extremely generous gifts towards our three catteries over the years.

The first project we were able to fund thanks to their generosity was the Collingwood Cat Recovery Ward at our London centre. This was followed by outdoor cat pens at our Brands Hatch centre, called Collingwood Mews. Both were named in honour of John and Sammy's uniquely named cats: Thompkins De Courcey Collingwood and Ethel the Lady Collingwood. Gifts from the couple have also funded the very first cat pens with outdoor space opening soon at our London centre and a new Cat Maternity Unit, named the Collingwood Maternity Suite.

Sammy explains, "We decided to become Battersea donors as a combination of John's real love of cats and our desire to divest ourselves of money to benefit charities. There is a certain satisfaction in doing what you planned to do anyway, but doing it while you're alive so you can get that 'rosy feeling'."

Sadly, John recently passed away, but his legacy lives on through the remarkable contributions he and Sammy have made over the years. Sammy says, "John absolutely loved cats in every way, so it's a great booster for me to see projects we've helped bring to life making a difference. He got an enormous amount out of knowing we were supporting the cats at Battersea."

Left: John and Sammy have supported our cats in a variety of invaluable ways.



OUR EXPENDITURE

We make sure every penny raised goes towards creating a better future for dogs and cats. Our total expenditure in 2021 was £47.1m, with £28.8m spent on charitable and trading activities.



IN FOCUS

FIRST CLASS FACILITIES

From weight loss to mobility issues, fun 'socialisation' puppy swims to vital post-op rehabilitation, we've been able to help over 100 dogs since opening the doors to our state-of-the-art hydrotherapy centre in June 2021.

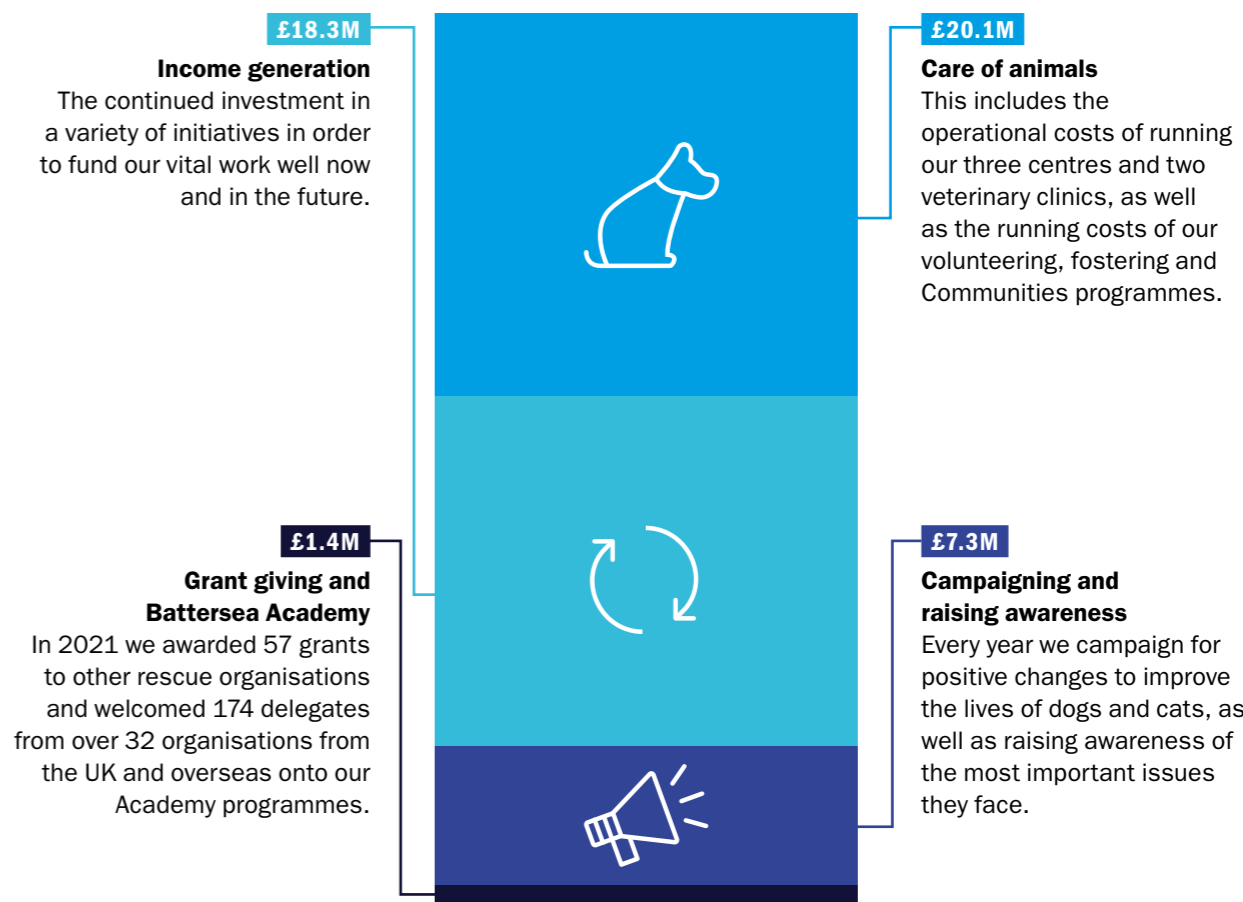
Dogs like one-year-old Labrador, Dexter, who was brought to Battersea due to having severe hip dysplasia — a condition that would require expensive and lengthy treatment that his owners sadly couldn't afford or commit enough time to.

When he arrived at our London centre in November, Dexter was only able to walk for short periods of around five to 10 minutes before needing to sit down and had suffered muscle loss in his hind legs.

Under the expert guidance and supervision of our veterinary and hydrotherapy teams, Dexter began visits to the hydrotherapy centre three times a week for carefully tailored sessions in the 6x3m pool and in the underwater treadmill, alongside physiotherapy and laser treatment. Following the surgery to treat his hip dysplasia, Dexter returned to the pool as part of his rehabilitation and, after a couple more months on foster with a member of our veterinary nursing team, found a loving new home by the sea in Kent.

It's thanks to our wonderful supporters that we were able to open our hydrotherapy facility, and help even more animals than ever before. Not only dogs that come into Battersea, but dogs belonging to members of the public who can also benefit from our world-leading care, 161 years of expertise, and our promise to be here for every dog and cat.

Left: Dexter with a member of our hydrotherapy team.



OUR SUPPORTERS



WE COULDN'T DO IT WITHOUT YOU

Battersea can only exist thanks to your generosity.

Together we can continue to improve the lives of dogs and cats across the UK and around the world.

THANK YOU, FROM EVERY ANIMAL AND HUMAN AT BATTERSEA

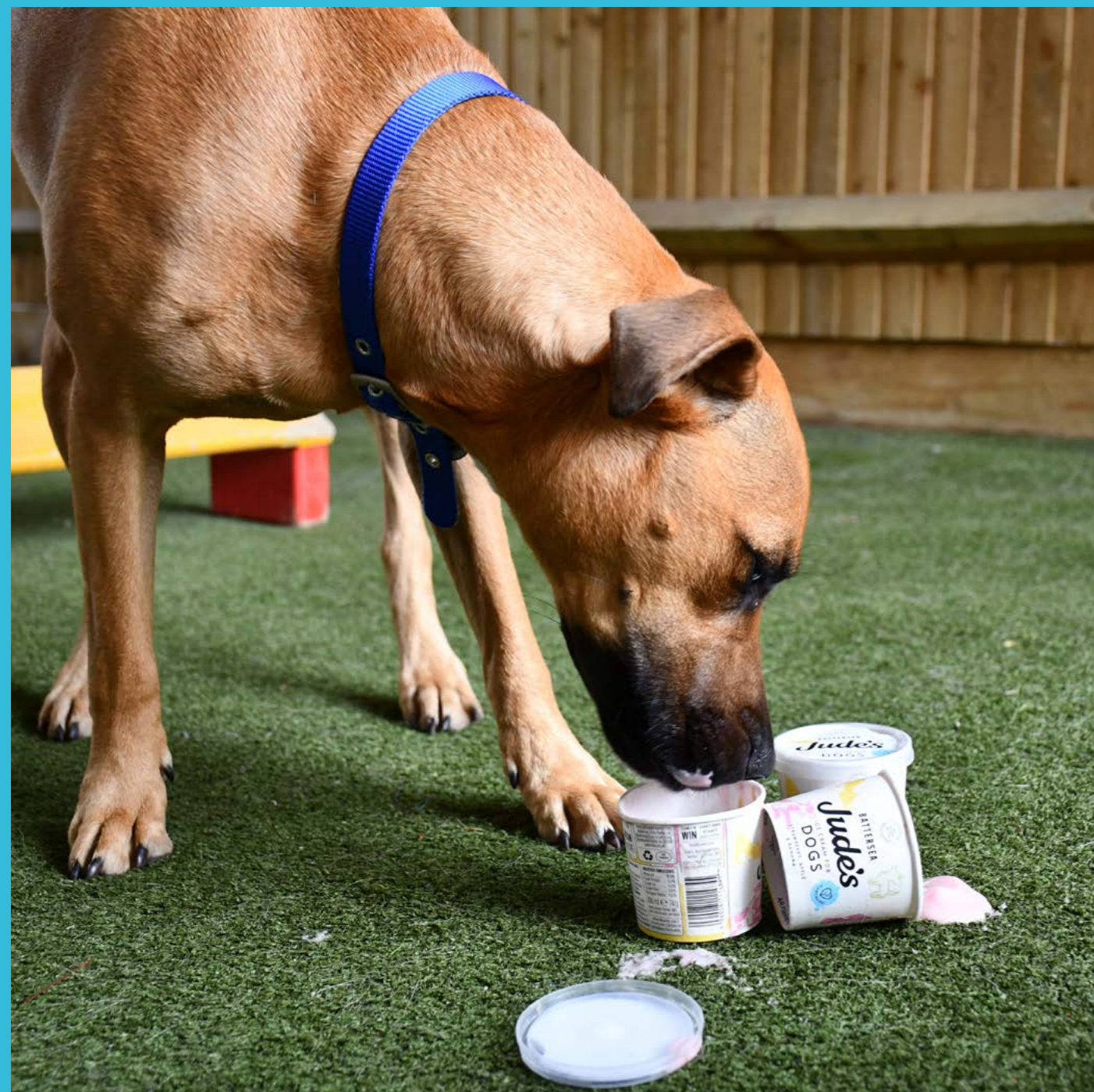
We simply wouldn't be able to remain here for every dog and cat over 160 years later without our supporters. There are so many incredible donors, partners, committees, volunteers and fundraisers that we cannot thank enough.

We also offer our heartfelt thanks to each and every one of our donors and supporters who continued to give their time and money throughout 2021, another difficult year for many. Everything we do at Battersea is only made possible through the funds we receive from members of the public, along with the generous contributions from our partners. Every penny we receive makes a genuine difference to the work that we do.

Together, we can continue to improve the lives of dogs and cats across the UK and around the world.

From all of us to all of you, thank you.

Left: One of our dogs receiving a routine check up at our Old Windsor clinic.



WAYS TO SUPPORT US

There are many ways that you can support us in helping thousands of dogs and cats every year at Battersea and beyond.

GET INVOLVED

It is only through the generosity of our supporters that we are able to not only care for all of the animals that arrive at our gates each year, but to also help improve the lives of dogs and cats around the world. Whether you give time or money, by supporting Battersea you are ensuring we can continue making the world a better place for animals.

DONATE

You can make a one-off donation or set up a regular donation on our website at donate.battersea.org.uk.

FUNDRAISING

From marathons to bake sales, raffles to gaming challenges — we can support you every step of the way of your fundraising journey. Visit the Battersea website or get in touch at fundraising@battersea.org.uk.

LEGACIES & IN MEMORY

If you're considering leaving a donation in your will or would like to raise money in memory of a pet or loved one, we can help.

PARTNERSHIPS

Our work through partnerships with companies makes a huge difference to the dogs and cats in our care. There are many ways for your company to work with us too, from employee fundraising to cause-related marketing. Contact our partnerships team to find out how you could work with Battersea at corporate@battersea.org.uk.

VOLUNTEERING

Our work is supported and enhanced by the efforts of our dedicated volunteers. From animal welfare and office roles at our centres, to foster carers and communities volunteers helping animals beyond our gates, we strive to ensure that our volunteers are involved in all aspects of our work. To find out more about the different ways you can volunteer your time, visit the Battersea website.

Left: Jude's donated 5% of proceeds from every tub sold of their new Ice Cream for Dogs.

WHO'S WHO

Our people in 2021.



OUR PEOPLE

PATRON

HRH The Duchess of Cornwall, GCVO

PRESIDENT

HRH Prince Michael of Kent, GCVO

VICE-PRESIDENTS

The Earl of Buchan
Lt Col Duncan Green CBE
John Hoerner
Heather Love
Claire Horton CBE

COUNCIL OF TRUSTEES

Chair
Paul Baldwin

Vice Chair
Patricia Stafford

Honorary Treasurer
Patrick Aylmer

Trustees
Sir Alan Collins, appointed 21 May 2021
Brian Dunk, resigned 14 July 2021
Richard Hammond, resigned 20 April 2022
Sunwinder Mann, appointed 8 December 2021
Alan Martin
Anne Montgomery, resigned 10 February 2022
Cassie Newman
Maria Novell, appointed 8 December 2021
Susan Paterson
David Turner
Bradley Viner
Deri Watkins
David Watson, resigned 21 April 2021
The Worshipful Mayor of Wandsworth Ex Officio

DIRECTORS

Chief Executive
Peter Laurie, Interim Chief Executive from January 2021,
Chief Executive from April 2021

Director of Finance & Corporate Services
Kelly Brown

Director of Human Resources
Bryony Glenn

Director of Income Generation
Julian Holmes-Taylor, Interim Director of Fundraising until
September 2021, Director of Income Generation from
September 2021

Director of Operations
Paul Marvell, Interim from Jan 2021 until Nov 2021
Amy Jankiewicz, from November 2021

Director of Marketing & Communications
Sarah Matthews

Director of Veterinary Services
Shaun Opperman

AMBASSADORS

Sarah Fisher
David Gandy
Tom Hardy
Anthony Head
Amanda Holden
Paul O'Grady MBE
Dame Jacqueline Wilson DBE

OUR FOUNDER

This annual report is dedicated to the honoured memory of the late Mrs Mary Tealby, the founder and unwearied benefactor of this institution.

Left: Our wonderful volunteers donated 62,602 hours of their time.

THANKS TO OUR DONORS

We wouldn't be able to help as many animals as we do without the considerable generosity of our donors, some of whom we wish to thank personally for their support this year, not forgetting some of our kind donors who wish to remain anonymous. Please know that your generosity truly made a difference.

The Cadogan Charity	Edith Murphy Foundation
Ralph Charwood	Dr (Mrs) Ashwini Nene and Anil Nene
Clare Dawson	Jonathan and Ronnie Newhouse
John E Epps	Betty Phillips Charitable Trust
Tim and Beatrice Guest	Players of People's Postcode Lottery
Angela Humphery	ShareGift
Frances Jacob	Joy Patricia Sheller
Kennel Club Charitable Trust	The Constance Travis Charitable Trust
Gary and Clare Lapidus & Ella	John Wells and John Samuels
The Kathleen Laurence Charitable Trust	The KM Williams Deceased Will Trust
Lady Marion Khalili and Tess	Mike Willoughby
Maidstone Cat Welfare	Toby & Regina Wyles Charitable Trust
Michael Maras and Amalia Asimakopoulou	Diane Reynolds



Right: Expert and loving care supported by generous donors.

OUR PARTNERS IN 2021



Players of People's Postcode Lottery have supported Battersea across many areas of our work. 33% from each subscription goes to good causes and charities like Battersea and, through the Postcode Animal Trust, Battersea has received over £5 million since 2014. In 2021, players supported our crucial work to remain here for every dog and cat, including the work of our brilliant volunteering, fostering and Communities teams.



Mars Petcare UK has been a partner of Battersea for 13 years, helping us to feed the animals in our care by providing Pedigree and Whiskas food for all of our centres. This saved us an estimated £38,000 on food this year. Our partnership continues to grow each year, with Mars helping Battersea raise over £105,000 towards the care of our dogs and cats in 2021.



2021 marked the third year of Seresto's sponsorship of our Muddy Dog Challenges, including the virtual alternative to the challenge which enabled more people to get involved. Seresto's support helped us to raise a grand total of over £950,000 across the events.



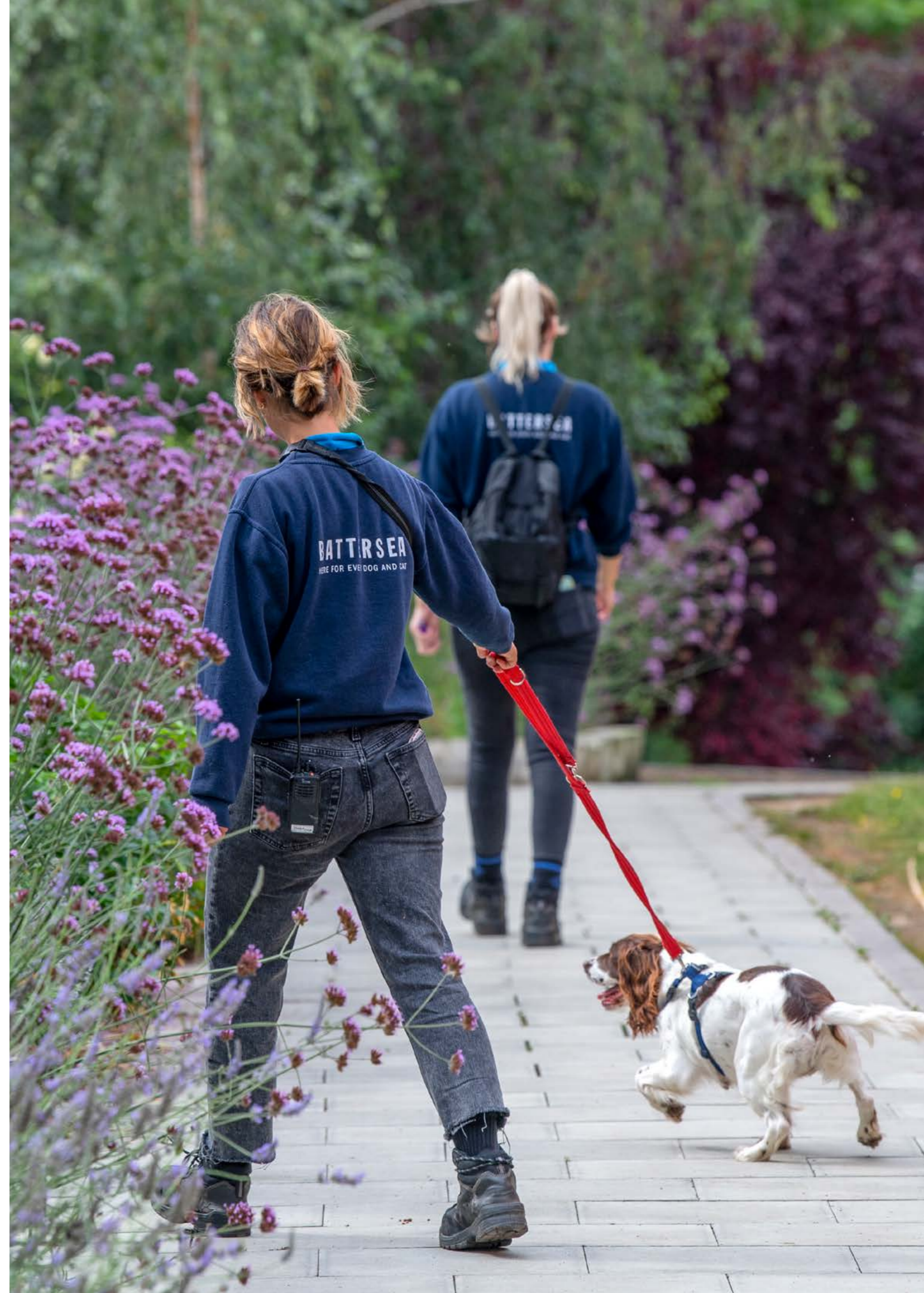
We have been working with Petplan for over 15 years and throughout this time, they have given us more than 2.6 million through commission to support our vital work. In addition to providing 4 weeks free insurance to all of the dogs and cats we rehome, Petplan also gave Battersea 10% of the commission when a Battersea dog or cat owner took out a full Petplan policy.



Battersea was invited to take part in the 2020 Charity Trading Day with ICAP. Battersea Ambassadors and high-profile friends including Amanda Holden took part on our behalf, which helped secure £75,000 towards our 2021 Academy and grant-giving programme.



We were excited to continue our partnership with PayPal Giving Fund in 2021. We were kindly selected as one of their Give at Checkout charities, meaning that in certain months of the year all PayPal users were encouraged to donate £1 to Battersea when they checked out. This opportunity helped raise an impressive total of £192,000.





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

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

Battersea Dogs & Cats Home is a registered
charity no. 206394



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