

Impact report

SECOND YEAR

10th May 2022 - 9th May 2023

This report provides a summary of PACT activities over our second year, plus an update on our highly ambitious plans for 2023. We feel that accountability and transparency is critical for the sector to move forwards and we expect all PACT students, members & staff to adhere to and champion our high standards and the vision we have for the organisation.

PACT consider the relationships we have with companion animals as partnerships, and take the same approach with individuals, colleagues and organisations that we share the sector with.

Our vision is to revolutionise the companion animal training sector by:

- Teaching, coaching & accrediting Animal Training Instructors using up-to-date, science-led methods
- Promoting the importance of understanding and appreciating canine behaviour, ethology & learning
- Supporting Animal Training Instructors with their emotional, physical & mental wellbeing
- Reducing the environmental impact of living & working with companion animals

This is our fourth impact report, which builds upon the mid-year report published in January 2023. We hope that all readers find it as insightful, informative and inspiring as we do producing it..

LAST 12 MONTHS IN NUMBERS

**120 CONFERENCE
ATTENDEES**

**25 TONNES
CO2 OFFSET**

**11 WELLBEING
SESSIONS**

**£11,094 TO
CHARITY**

**14 CHARITIES
SUPPORTED**

**63% MORE
STUDENTS**

**100% MEMBERS
PASSED ABTC
AUDITS**

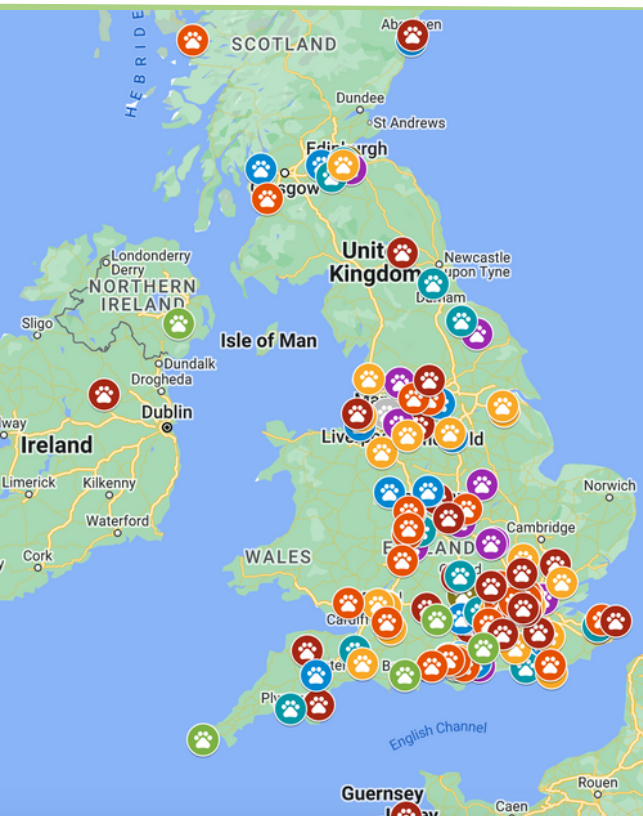
**52% INCREASE IN
FULL MEMBERS**

MEMBERSHIP DEVELOPMENT

Since May 22 there has been a 52% increase in Full Members of PACT, predominately a mixture of new and previous students passing their assessments. There were also several members transferring from other organisations.

To date 67% of people have passed as Full Members from the old CITC course, with students starting to pass from the January (47%), April (29%) and July (15%) 2022 courses.

PACT is still the second largest ABTC Animal Training Instructor Practitioner Organisation with over 44% of all new ATI registrations over the last 12 months, nearly twice the growth of the next organisation.



STUDENTS

We have supported existing students to complete their courses and attend in-person or conduct remote assessment sessions. 50% of PACT students enrolled on the 'old' course have now successfully met requirements to become full members. Just over 17% of students on the Jan 22 course have passed.

Despite increasing each intake since Jan 23 by 20%, all CTIC have continued to sell out. There are now 63% more PACT students than this time last year..

ADVOCATE MEMBERS

In 2021 we introduced a new membership option, "Associate", following feedback from members we have now updated it "Advocate" we currently have 14 people at this level who we:

- Encourage to participate in further CDP through a 25% discounts.
- Require to make a commitment to ethical training methods
- Provide a clear route for those who hold existing ABTC recognised ATI/ABT/CAB qualifications to become Full PACT Members.

SECTOR DEVELOPMENT



WEBINAR

Let Sleeping Dogs Lie: Why sleep matters in canine behaviour



Monday 11th July 2022
7pm
£18 (inc VAT)
25% discount for PACT Members

Join Amber Batson to discuss what we currently know about canine sleep.

Amber will summarise current scientific findings & discuss how to apply them in a practical setting. There will also be a Q&A at the end of the presentation.

Book online
www.pact-dogs.com

This past year, we have run a range of internal and external webinars for our Members, Students and beyond, including:

- Canine Arthritis Management
- Business Coaching
- Why sleep matters
- Harmonious Households
- Rolling Classes.

These talks are all either available for free to members or via a purchase from our website.

In October 2022 PACT hosted the Connecting Communities Conference in partnership with the University of Winchester.

Our inaugural in-person event was attended by around 120 people from across the UK. It featured a magnificent range of speakers, entertainment and stands.

The event was carbon/ecologically positive including travel of speakers and attendees.

CONNECTING COMMUNITIES CONFERENCE



WELLBEING

We have continued to hold facilitated 11 monthly wellbeing sessions.

In addition to this the team have started to record short films on a range of topics for members and students.



OTHER DEVELOPMENTS

In August PACT featured in the incredible Rizia's episode of Ben Fogle's New Lives in the Country.

She showcased some fantastic science-based, ethical, effective and welfare-friendly dog training on TV.

You can still catch the episode on My5 player:

<https://www.channel5.com/show/ben-fogle-new-lives-in-the-country/season-2/episode-5>



In December one of our CTIC lecturers, Lis Oram RVN won the Vivash Jones Veterinary Nurse award at this years British Small Animal Veterinary Association BSAVA awards



In January we met the rigorous criteria for PACT to become a government supplier and welcomed our first student on the course funded through a Job Centre Grant.



In May we received confirmation that the PACT and Dogx logos were accepted as registered TradeMarks,

This will ensure that we can protect the branding for the business, Members and Students.

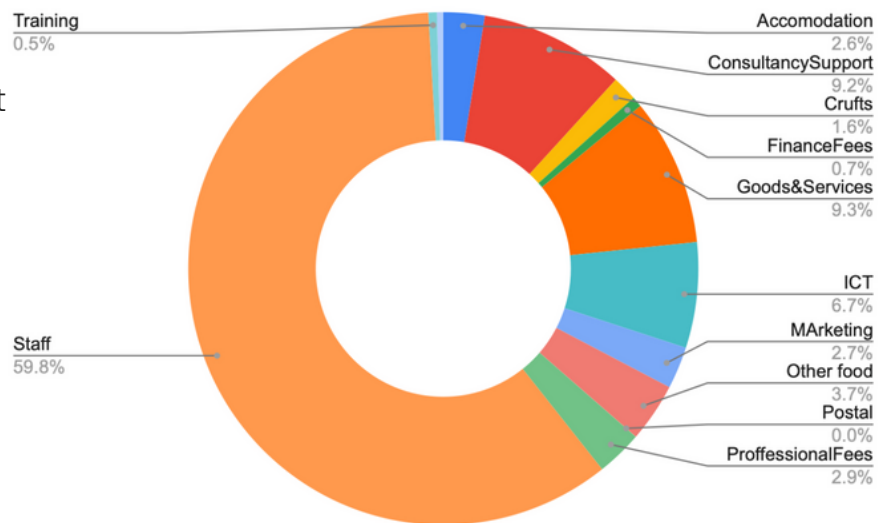
ENVIRONMENT

At PACT, our commitments to the environment are overseen by our Director of Sustainability - Jason Light - who is a Chartered Environmentalist. PACT have pledged that we will have a net positive impact on the environment, meaning that we will offset our carbon emissions and any ecological impacts associated with our business activities.

During the second 12 months PACT had a Carbon Footprint (Scopes 1 -3) of 23 tonnes CO2e. The summary chart below illustrates the assessment undertaken by us, including direct emissions (e.g. electricity), transport (which is sometimes unavoidable), purchases and IT Services. Whilst this assessment includes most emissions relating to PACT's activities, we have plans to measure and report on further aspects, such as PACT student and member travel to venues.

Whilst we are looking to further reduce our environmental impacts longer term, we require Carbon Offset schemes to achieve our Net Positive aims. These offset schemes are far from perfect, but we are happy with our choice of The Woodland Trust and have made donations to offset 25 tonnes of carbon (including 2 purchased to cover the October Conference)..

Find out more here:
www.woodlandtrust.org.uk/support-us/give/personal-carbon/



COMPARISON WITH LAST YEAR

The carbon footprint of PACT is much higher in year 2 due to a number of factors. We have a much higher level of paid staff, additional consultants and other costs although some areas such as Air Travel and Uniform spend have reduced.

The footprint of PACT is estimated to be 86kg per member in 22/23, up from 34kg CO2e the previous year.

Carbon Tonne CO2e			
	Y2	Y1	
AirTravel		0.0	0.5
Accommodation		0.6	0.0
ConsultancySupp		2.1	0.4
Crufts		0.4	0.2
FinanceFees		0.2	0.3
Goods&Services		2.1	0.9
ICT		1.5	0.6
MARketing		0.6	0.3
Other food		0.9	0.0
Postal		0.0	0.0
ProfessionalFee		0.7	0.3
Staff		13.7	1.7
Training		0.1	0.1
Uniform		0.1	0.5
Total Tonnes		23.0	5.7

SOCIETY

On the 1st May 2023 PACT became:

- The first Dog Trainer Education provider to become a B Corp UK
- The first Dog Trainer Membership institution to become a B Corp U.S. & Canada
- The most sustainable business in the sector, with a B Corp impact score higher than any in the Pet Sector.

It took nearly a year for our application to be assessed, we are incredibly proud to have joined over 5000 organisations who have become full B Corps.



OUR PACT TO GIVING BACK

GREEK CAT WELFARE SOCIETY (UK)



WOODLAND TRUST



St. Richard's Hospice
CARING FOR LIFE

During the last 12 months PACT's charitable donations, discounts to animal welfare charity staff and scholarships equated to £11,094 this is 25% more than year 1.

We have donated to charities doing fantastic work aligned to PACT's broad societal vision.

The largest area of growth is in Scholarships, with the first two people joining the March 2023 course via the new scholarship programme.

BENEFIT IN KIND

In addition to direct donations to charities, we provide discounts on our courses, webinars and stands at conferences to registered charities in the sector. Over the last 12 months this has included staff from Dog Aid, ABTC, Kids around dogs, Hearing Dogs and Guide Dogs.



OUR FUTURE PLANS

We are fundamentally a learning and development organisation, so you won't be surprised that we see PACT as a continually improving organisation. If the first year as Directors of PACT has taught us anything, it's that community support is vital for development and longevity. We hope our students and members are just as excited as us about where we are looking to take PACT.

By the end of 2023/24 we are aiming to achieve the following:

- Ofqual certification as a Learning Centre
- Achieve ABTC recognition for the PACT Canine Behaviour Technician Course
- Raise the profile of PACT Members to the public through a variety of media opportunities and events
- Expansion of Wellbeing support

On the last aim, we have assessed how we spend the PACT membership fees and are looking for a year on year increase the percentage dedicated to wellbeing and internal webinars and CPD.

How is your annual membership fee spent?



IT 3%
Bank fees 3%
Accounting 3%
Marketing 7%
Internal webinars 10%
Admin 20%
Governance 25%
Wellbeing 29%



UPDATE ON EARLIER TARGETS

We are incredibly proud to say that we've achieved many of our aims for the year, but still have further development plans to keep moving forwards. This has taken a huge amount of work and dedication from the team.

We also would like to thank our members and the ABTC for their support and encouragement to drive us forwards.

The following 2022/23 targets were achieved during the year:

- Expand the Wellbeing Programme **DONE!**
- Become a Fully Certified B Corp **DONE!**
- Launch Scholarship Programme **DONE!**
- We have submitted ABTC and Ofqual applications and hope to have feedback in the next few months

PACT Dogs Ltd 2021
Registration Number 13385886 (England & Wales)

PACT is accredited by and is a Practitioner Organisation of the Animal Behaviour and Training Council (ABTC)

