

# Impact report

## OUR FIRST 6 MONTHS 1st June to 31st December 2021

This report provides a summary of PACT activities over the last six months and sets out highly ambitious plans for 2022. 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 first impact report and we hope that all readers find it as insightful, informative and inspiring as we do.

Corrin JAY Nat ☺ Steve

### 6 MONTHS IN NUMB3R5

**10 WEBINARS**

**£6825 TO CHARITY**

**100% MEMBERS PASSED ABTC AUDITS**

**500 HOURS OF CPD**

**1.7 TONNES CO2**

**44% MORE STUDENTS**

**27 SECRET SANTAS**

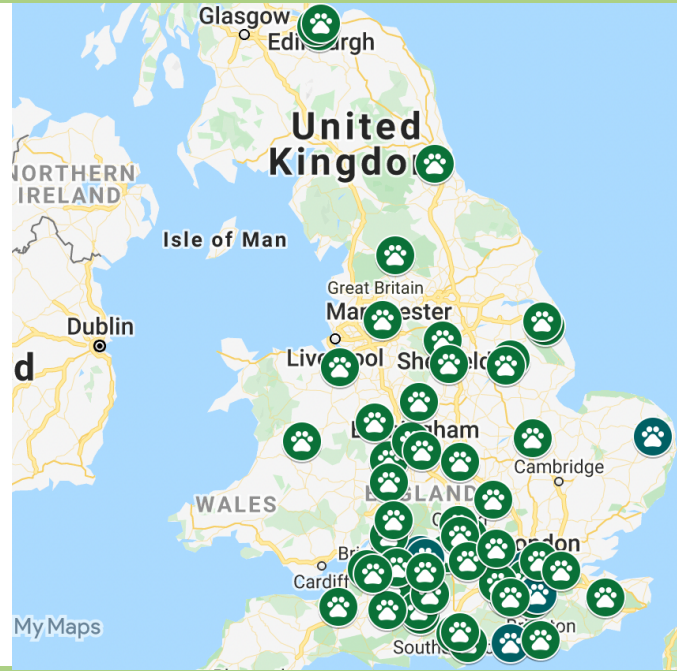
**65% INCREASE IN FULL MEMBERS**

# MEMBERSHIP DEVELOPMENT

Since June there has been a 65% increase in Full Members of PACT, which demonstrates the existing students passing their assessments.

PACT is now the third largest ABTC Animal Training Instructor Practitioner Organisation.

We've also been working on the package offered to our members by building a community that contribute to discussion threads, engage in wellbeing support and collaborate in business.



## STUDENTS

We have supported existing students to complete their courses and attend in-person or conduct remote assessment sessions. 28% of PACT students enrolled on the 'old' course have now successfully met requirements to become full members.

New Students have signed up faster than those completing the course with the first half of 2022 already sold out. There are now more new PACT students than those signed up prior to June 2021.

## ASSOCIATE MEMBERS

A new membership option to join PACT as an Associate was introduced and we now have 21 External Associate Members who we:

- Encourage to participate in further CDP thorough a 25% discount.
- 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.

# SOCIETY

In December 2021 PACT met the requirements to become the first Animal Welfare Education organisation to become a Pending B-Corp.

This status means we are committed to work towards reducing inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose. It can take up to a year to become a fully certified B Corp, and we will share more about this journey as things progress.



## OUR PACT TO GIVING BACK

In 2021, PACT's charitable donations, discounts to animal welfare charity staff and scholarships equated to £6825. We have donated to charities doing fantastic work aligned to PACT's vision.



PACT has partnered with Canine Arthritis Management (CAM), as they are committed to promoting better care of our ageing canine friends. CAM aim to challenge arthritis as the major cause of elective euthanasia in the UK.



## SCHOLARSHIPS

The animal training and behaviour sector can only move forwards if we have new and amazing people joining.

To date we have offered three people Scholarships. In time, we hope to introduce a more formal scholarship programme, which will likely focus on further improving diversity in the sector.





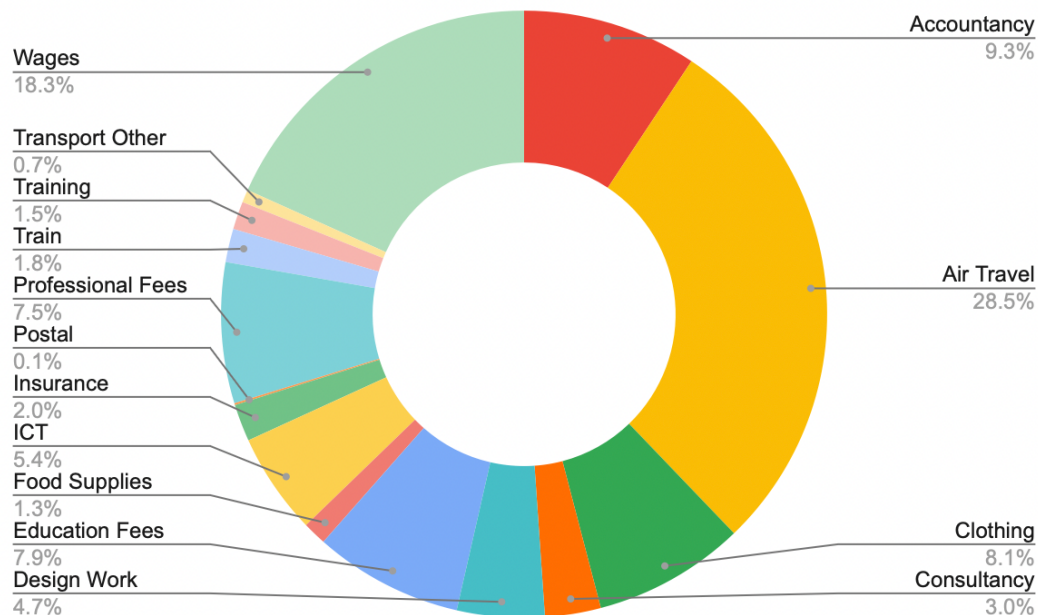
# ENVIRONMENT

At PACT, our commitments to the environment are overseen by our Director of Sustainability 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.

Over the last 6 months PACT had a Carbon Footprint of 1.7 tonnes CO<sub>2</sub>e. 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 currently need to look at 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 a donation to offset 1 tonne of carbon so far.

Find out more here:  
[www.woodlandtrust.org.uk/support-us/give/personal-carbon/](http://www.woodlandtrust.org.uk/support-us/give/personal-carbon/)



## BUSINESS FOR GOOD

Alongside our canine training and behaviour activities, PACT like to support other organisations and projects with similar aims to ourselves. Last year we launched a petition asking for governments at COP26 to respond on behalf of our beloved dogs. This petition gathered hundreds of signatures and was taken to the Climate Conference in Glasgow by the Director of Sustainability who cycled over 850km from London, gathering over 225 positive lifestyle pledges from supporters along the way.



# ANIMAL WELFARE

In August we held a Webinar on the Animal Welfare and Behaviour Sector.

As part of our commitment to being a positive voice in the sector, we reached out to dozens of dog training and behaviour organisations for their contributions.

Following the webinar, attendees were sent unedited information from 11 independent organisations who responded to our contact.



**pact**  
Professional Association  
of Canine Trainers

**WEBINAR "Understanding the dog training & behaviour sector"**

Monday 2nd August 2021  
7pm (45 mins plus Q&A)  
£10 PACT members £15 public

Presented by PACT's Director of Behaviour  
Natalie Light BSc PGDip PGCert CCAB FHEA

**Book now!**



**pact** WEBINAR "Ethical & effective dog training methods"  
Wednesday 1st September 2021  
7pm (45 mins plus Q&A)  
£10 (PACT members 25% discount)

**pact** WEBINAR "Observation skills & canine communication"  
Friday 1st October 2021  
7pm (45 mins plus Q&A)  
£15 (PACT members 25% discount)

Presented by PACT's Director of Behaviour  
Natalie Light BSc PGDip PGCert CCAB FHEA

**Book now!**



**pact** MEMBER WEBINAR "Running a successful dog training business"  
The first of our FREE member webinars!  
Submit your questions in advance and join us live to hear from a fantastic coach that can help you with all aspects of running your business.

Presented by Karen Murray, Business Coach  
www.karenmurray.biz/

Thursday 22nd July 2021 @7pm  
ONLINE ZOOM MEETING

## NEW CDP

PACT has held 5 external and 5 internal Student and Member only webinars. Collectively these were attended by or watched over 400 times, meaning collectively as a minimum they contributed to over 500 hours of CPD for the sector.

## SUPPORTING SECTOR DEVELOPMENT



As a practitioner organisation with ABTC, the PACT directors have been invited and have participated in a range of sector development sessions with the ABTC and other sub committees. It is critical that organisations such as PACT are represented in these forums, and that we use our experience to drive the sector forwards at a high level. This engagement also means we are able to update our members and students of any developments in the sector.

# GOVERNANCE

As a Practitioner organisation, PACT and our members are externally audited by the Animal Behaviour & Training Council (ABTC). All PACT full members must provide evidence that they meet the ABTC Animal Training Instructor (ATI) standards and uphold Continuing Professional Development (CPD) as part of their annual renewal for PACT.

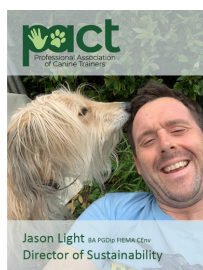
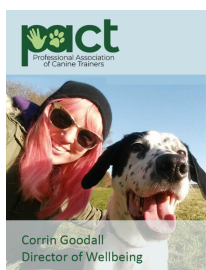
This year 10% of our Full Members were audited to ensure they met the CPD requirements (as is ABTC standard practice) and all of them passed. We have a range of policies and procedures to ensure we have appropriate governance and controls in place that guide our business activities. To support our future plans, we are looking to develop these further during 2022.

## TEAM DEVELOPMENT

Over the past six months we have expanded our teaching and support team to ensure the PACT students are guided by instructors and experts that bring skills well beyond the ABTC ATI standards. Our 2022 course now includes elements taught by people with vast qualifications including:

- Health & First Aid are taught by Lis, a Royal College of Veterinary Surgeons registered Nurse.
- Nutrition modules are produced and delivered by Linda P Case, a world leading Animal Nutritionist.
- Behavioural aspects are taught and overseen by Nat who is an ABTC CAB & ASAB CCAB.
- Training is taught by Steve and Corrin who are both ABTC ATIs
- Business skills are taught by Jay who is a Fellow of the Institute of Environmental Management & Assessment (FIEMA), the UK's highest Sustainable Business Certification.

We have plans to expand our team even further during 2022 to support our ambitions for PACT.



# IMPROVING THE LEARNING ENVIRONMENT

We love teaching. It is an amazingly diverse and complex profession with its own set of skills. Within our newly expanded team, there is a wealth of experience and qualifications in teaching and we are using this to ensure our PACT students and members have the best possible learning experience with us by:

## Improved sound and picture quality

We have made efforts to ensure that where possible new PACT material is recorded to a high visual and sound quality, this includes specially purchased microphones for outdoor sessions.

## Accessible training materials

All PACT Webinars and Courses now have subtitles, these are predominately auto generated, but we also publish transcripts where possible. To allow ultimate flexibility, the subtitles are separately added to our learning platform Thinkific. This means they can be switched on/off and the size tailored to the student.

We have also added subtitles and image text to pictures, videos, webpages, social media and reports to help those with visual impairments that may be using an automatic reader and our monthly newsletters have more accessible text only versions. We are more than happy to consider accommodating any additional needs of our students and members where appropriate.

## 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 6 months 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 2022 we are aiming to achieve the following:

- Launch a Wellbeing Programme in Partnership with a Specialist Consultant
- Achieve ABTC recognition for the PACT Canine Training Instructor Course
- Achieve Ofqual certification
- Become a Fully Certified B-Corp
- Raise the profile of PACT Members to the public through a variety of media opportunities and events.

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)

