

# Impact report

## OUR FIRST YEAR

10th May 2021 to 9th May 2022

This report provides a summary of PACT activities over our first year, plus also updating and expanding on our 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 second impact report, building upon the mid year report in January, we hope that all readers find it as insightful, informative and inspiring as we do producing it..

Corrin JAY Nat ☺ Steve

## YEAR ONE IN NUMBERS

**12 WEBINARS**

**£8900 TO CHARITY**

**100% MEMBERS PASSED ABTC AUDITS**

**600 HOURS OF CPD**

**5.6 TONNES CO2**

**53% MORE STUDENTS**

**27 SECRET SANTAS**

**88% INCREASE IN FULL MEMBERS**

# MEMBERSHIP DEVELOPMENT

Since June there has been a 88% increase in Full Members of PACT, which demonstrates the existing students passing their assessments.

PACT is now the second largest ABTC Animal Training Instructor Practitioner Organisation with over 50% of all new ATI registrations over the last 12 months.

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. 46% 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 most of 2022 already sold out. There are now twice as many 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 30 External Associate Members who we:

- Encourage to participate in further CDP through 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.

# ENVIRONMENT

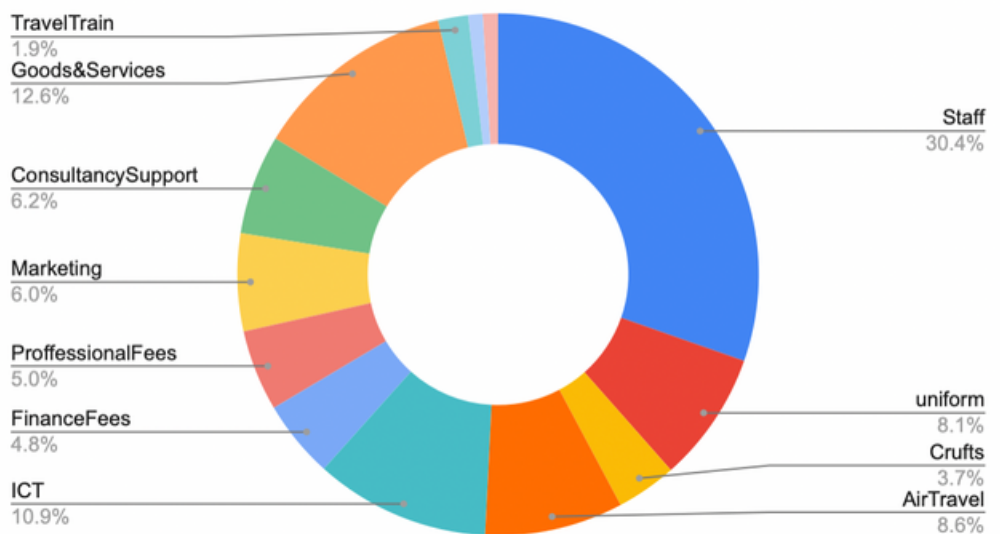
At PACT, our commitments to the environment are overseen by our Director of Sustainability who is a Chartered Environmentalist. PACT have pledged that we will have a net positive impact on the environment, meaning that we will offset our carbon emissions and any ecological impacts associated with our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

During the first 12 months PACT had a Carbon Footprint of 5.6 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 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 6 tonnes of carbon.

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

12 Months PACT Scope 3 footprint



## BUSINESS FOR GOOD

PACT Dogs Ltd is proud to have joined Business Declares and the fast-growing network of businesses who acknowledge the Climate and Ecological Emergency. We met our aim to operate net positive climate/ecological from our first year, by minimising and offsetting our emissions and impact on biodiversity. Concern for all animals and the planet are not new to us and we look forward to continuing to share our journey and ensuring our voice is part of the collective, resounding call for change.

# 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** Professional Association of Canine Trainers

**WEBINAR "Ethical & effective dog training methods"**

Wednesday 1st September 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** Professional Association of Canine Trainers

**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** Professional Association of Canine Trainers

**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 7 external and 5 internal Student and Member only webinars. Collectively these were attended by or watched over 470 times, meaning collectively as a minimum they contributed to over 600 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. We have 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. In March 2022 we welcomed Rachel our new Head of Quality and Moderation on a consultancy basis to provide external course moderation and quality assurance. Her role has been marking assignments, moderating practical assessments, managing theory assessments, reviewing course content & dealing with complaints.

## TEAM DEVELOPMENT

During our first year 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.
- Wellbeing support is lead by Natasha Maffioletti (She/Her) is a fully qualified Psychodynamic Psychotherapist (Msc)
- Training is taught by Steve and Corrin who are both ABTC ATIs
- Sustainable Business skills are taught by Jay who is a Fellow of the Institute of Environmental Management & Assessment (FIEMA).

We have plans to expand our team capacity 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, and have added links to audio versions of books and links to support neurodiverse learning.

## COURSE RECOGNITION

The logo for the Animal Behaviour and Training Council (ABTC) features the letters 'ABTC' in a large, bold, dark red sans-serif font.A dark red rectangular box containing the words 'RECOGNISED PROGRAMME' in white, uppercase, sans-serif font.

During February 22 we had some very exciting news from The Animal Behaviour and Training Council. The Canine Instructor Training Course was formally recognised by the ABTC Programme Recognition Committee as delivering the academic elements necessary for an individual to achieve ABTC recognition as an Animal Training Instructor.

PACT are the only ATI Practitioner with a recognised ATI course, with the other other courses with this status run by Universities.

This means that individuals who graduate from January onwards will have fulfilled the knowledge and understanding requirements of ABTC Practitioner Organisations for Animal Training Instructor.

# SOCIETY

Having become a Certified Pending B Corp in December 21, on the first anniversary of the incorporation of PACT in May 22 we submitted our application to join over 5k organisations who have become full B Corps.

We are now aiming to become the first Animal Welfare Education organisation to become a Pending B-Corp in the world.

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 months to become a fully certified B Corp, and we will share more about this journey as things progress.



## OUR PACT TO GIVING BACK

In our first year PACT's charitable donations, discounts to animal welfare charity staff and scholarships equated to £8900. We have donated to charities doing fantastic work aligned to PACT's broad societal vision.

PACT also 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.



## WELLBEING

In January the we welcomed Tash to the team as our Amabasador for Wellbeing. A qualified qualified Psychodynamic Psychotherapist, Tash has run three Wellbeing sessions exclusively for Full Members and Students. They have been well received, feedback from the sessions has encouraged us to look for way to expand our support.



# 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 2022 we are aiming to achieve the following:

- Achieve Ofqual certification
- Achieve ABTC recognition for the PACT Intro to Behaviour Course
- Become a Fully Certified B-Corp
- 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 already achieved two of our aims for 2022. 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 targets were achieved before the start of May:

- Launch a Wellbeing Programme in Partnership with a Specialist Consultant - DONE!
- Achieve ABTC recognition for the PACT Canine Training Instructor Course - DONE!