

Impact report

3 YEARS IN BUSINESS

10th May 2023 – 9th May 2024

This report provides a summary of PACT activities in our third year, plus an update on our highly ambitious plans for 2023/24. 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 sixth impact report, which builds upon our mid-year report published in November 2023. We hope the report is insightful, informative and inspiring and that our readers enjoy reading it as much as we did writing it.

LAST 12 MONTHS IN NUMB3R5

**197 CONFERENCE
ATTENDEES**

**36% MORE
STUDENTS**

**14 CHARITIES
SUPPORTED**

**£24,397 TO
CHARITY**

**10 WELLBEING
SESSIONS**

**10,800 EPISODES
OF PODCAST
DOWNLOADED**

**40 TONNES
CO2 OFFSET**

**30 HOURS OF
HOMEWORK
MARKED**

**18% INCREASE
IN FULL
MEMBERS**

2023 ANNUAL CONFERENCE



In October 2023 PACT hosted DogX at the University of Winchester.

This was our second annual in-person event, and was attended by just under 200 people from across the UK and beyond, which is a 79% increase in attendees.

The event featured a magnificent range of speakers, entertainment and stands. With Grisha Stewart, Amber Batson, Tom Candy, Melissa Fallon, Vickie Davenport, Melissa McCue-McGrath, Ronnie Paskouis, Sindhoor Pangal (dialling in remotely) and a performance by Grant Sharkey.

We have had some great feedback and are already looking to at how we can make the 2024 conference even more special. The event was carbon/ecologically positive including travel of speakers and attendees.

Save Sunday 6th October 2024 in your diary for DogX 2024!



CANINE BEHAVIOUR TECHNICIAN COURSE



After months of hard work, our new Level 5 Canine Behaviour Technician course (CBTC) was recognised by the ABTC!

For the first year the CBTC was opened to PACT full members, and the first course started on the January 2024. The next course is due to start in January 2025.

This course is Level 5. Each of the 4 modules involve weekly lectures and self-assessment quizzes, with a final online exam and written assignments. Each module needs to be completed and passed before the student can move onto the next.

Our CBTC course is currently only open to existing Accredited members of PACT. Applicants must have passed all aspects of the CTIC course, or completed ATI option 2/3/4 in order to qualify for the CBTC. Successful completion of the CBTC is dependant on all online exams and assignments being completed and passed (40%).

The course is delivered via our Online Classroom platform with a mixture of recorded and live online lectures, discussions and case studies. Successful course completion (inc. assessment) entitles graduates to appear on the PACT Register (displaying the PACT Accredited Member logo) and appear on the ABTC Register as a Registered Animal Behaviour Technician (display the ABTC ABT logo).

PACT's Canine Behaviour Technician Course is an ABTC Recognised ABT Programme. This course has been approved by the ABTC Programme Recognition Committee as meeting in full the Animal Behaviour Technician standard.



OTHER DEVELOPMENTS

We have continued to hold facilitated wellbeing sessions and have held a total of 10 sessions in the past 12 months.

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

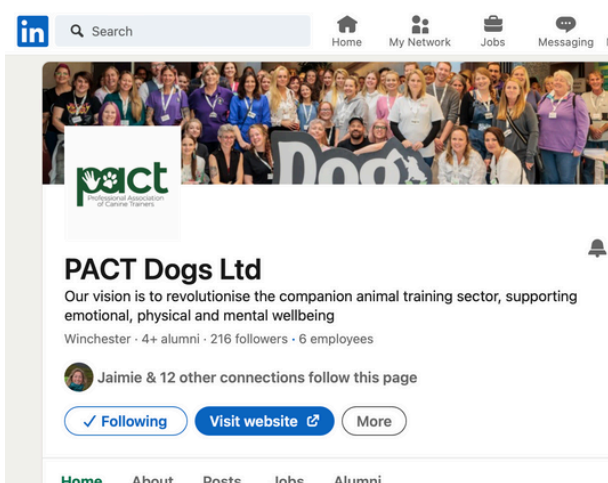


DogsToday

In September PACT Director Steve featured in an article in Dogs Today Magazine highlighting the importance of choosing the right trainer.

In May & June PACT hosted two member only webinars with the superb Diane Gollowitzer teaching how to take photo's of Dogs for your business page and how to use Canva.

This was followed by an annual Full Member Feedback Session in July.



PACT is now formerly an Education organisation on LinkedIn. This means people can now add your student status or Full Membership onto your LinkedIn profile. Once you pass the course you can then join the PACT LinkedIn Alumni.

OTHER DEVELOPMENTS

The Barks from the Bookshelf Podcast has gone from strength to strength.

There have been 10,847 episodes downloaded in this time the past 12 months (across all episodes) with the most listened to episode bring Tom Candy.



We love learning and so in April had a fabulous time at the Conference of the APBC (a fellow ABTC Practitioner Organisation). An extended weekend of lectures and talks from some of the world's leading experts spoke about topics related to One World, One Health, One Welfare. As ever it was brilliant for the team to catch up and plan even more collaborations with people at the event.. watch this space!

In May we held an event to celebrate our first year as a BCorp. The event was attended by a broad range of environmental professionals including a handful of other local B Corps in the region. It went so well, we're hoping to host another one next year!



In more sector collaboration, in March we had a marvellous time engaging with the public and other professionals at Crufts.

Here is a picture with us spending time with some members of the APDT (again a fellow ABTC Practitioner org).

MEMBERSHIP DEVELOPMENT

Since May 2023, there has been a 18% increase in Full Members of PACT, who are predominately a mixture of new and previous students passing their assessments. There were also several members transferring from other organisations and external applicants. Whilst the number of ABTC ATI's has reduced over the last 12 months, PACT has bucked this trend. PACT is still the second largest ABTC Animal Training Instructor Practitioner Organisation with over 47% of all new ATI registrations from organisations who have grown over the last 12 months. This growth is 1.8x higher than any other organisation.



STUDENTS

We have supported existing students to complete their courses and attend in-person or conduct remote assessment sessions. There are now less than 3% of PACT students who were enrolled on the 'old' version of the PACT course. We are now seeing students enrolled on the January 2023 course passing to become Full members.

Despite increasing each intake since July 23, all CTIC courses have continued to sell out, including March 2024. There are now 36% more PACT students than there were 12 months ago.

ADVOCATE MEMBERS

In 2021 we introduced a new membership option, "Associate", following feedback from members we have now updated it "Advocate" we currently have 16 people at this level who we:

- Encourage to participate in further CDP thorough 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.

ENVIRONMENT

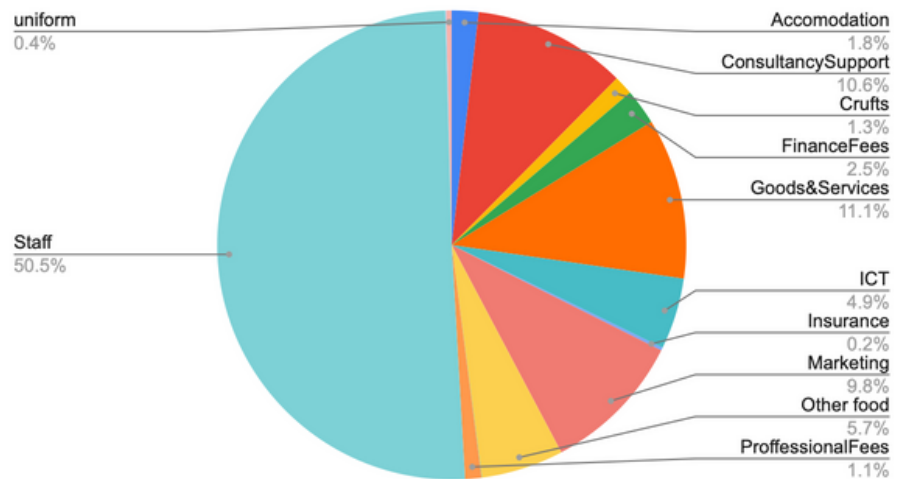
At PACT, our commitments to the environment are overseen by our Director of Sustainability – Jason Light – who is a Chartered Environmentalist. PACT have pledged that we will have a net positive impact on the environment, meaning that we will offset our carbon emissions and any ecological impacts associated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

During the last 12 months PACT had a Carbon Footprint (Scopes 1 –3) of 40 tonnes CO₂e. This tonnage is the equivalent to 117kg CO₂e per member, last year this was 86kg/member. Most of this change in impact relates to a increase in staff and consultancy support.

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 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 a donations to offset 3 tonnes of carbon to cover DogX 2023.

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



PACT ON BBC

In June 2023 PACT Director Natalie was interviewed for the BBC Radio 4 show “Sliced Bread”. During the episode Nat talked about the differences between degradable and compostable bags. Including talking about some of the composting infrastructure at the main PACT venue.



Dog Poo Bags

SOCIETY

We have a commitment to use our position to support a range of charities from within the Animal Welfare sector and beyond. Over the last 3 years, our scholarships, donations and discounts to charity staff total over £44,000.

During the last 12 months PACT's charitable donations, discounts to animal welfare charity staff and scholarships equated to £24,397 this is 220% more than last year.

OUR PACT TO GIVING BACK



We have directly donated over £5,612 to charities doing fantastic work aligned to PACT's broad societal vision. This includes donating 100% of our profits from PACT branded clothing via TeeMill,

The largest area of growth is in Scholarships, with ten people joining July, September, January and March courses via the new scholarship programme.

BENEFIT IN KIND

In addition to direct donations to charities, we provide discounts on our courses, events, webinars and stands at conferences to registered charities in the sector. Over the last 12 months this has led to nearly £4,080 worth of benefit in kind discounts to:

- ABTC
- Battersea
- Blue Cross
- Dog Aid
- Dogs Trust
- Guide Dogs
- RSPCA
- Therapy Dogs Nationwide
- Woodgreen



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 three years 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 2024/25 we are aiming to achieve the following:

- Ofqual certification as an awarding body
- Open the ABT course to ATI's from other organisations
- Raise the profile of PACT Members to the public through a variety of media opportunities and events

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 THE 23/24 TARGETS

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

- Ofqual certification as an awarding body
- 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
- Inclusion of CAM to the CTIC course

The following 2023/24 targets were achieved during the year:

- ABTC ABT Course Recognition DONE!
- CAM inclusion in CTIC Course DONE!
- Worked with several marketing organisations. ONGOING
- Several application review meetings with Ofqual and working through the process. ONGOING

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)

