

Annual **Review** 2002



**pdsa**  
for pets in need of vets

# PDSA, where we are today

## A message from the Director General

**1 PDSA founder;  
Maria Dickin**

**2 Margaret Bunce was grateful when staff at Cardiff PDSA PetAid hospital treated Jack's leg injuries**

**3 Batley PDSA Veterinary Nurse, Cathryn Clark, helped Ricky to recover from a serious road accident**



In the eighty-five years since Maria Dickin opened her first 'Dispensary for Sick Animals' in the East End of London, PDSA has worked hard to earn the right to be known as Britain's leading veterinary charity; never more so than in 2002, a year of significant progress and achievement.

In 2002, PDSA operated 45 PetAid hospitals, employed 212 veterinary surgeons and 246 veterinary nurses and worked with 260 associated private practices to provide free PDSA-funded veterinary care to over one million sick and injured pets.

Our mission remains clear and unequivocal. PDSA exists to care for the pets of needy people by providing free veterinary services to

their sick and injured animals and promoting responsible pet ownership.

Although PDSA's first responsibility is to the animals in its care, it is rewarding to note that the impact of our PetAid services does indeed go far wider. PDSA has a positive effect on the lives of many of the most vulnerable members of society; nearly half of our clients are pensioners. If needy people are not to forego the pleasures and benefits of pet ownership, the demand for PDSA services is obvious.

PDSA helps the pets of people who simply can't afford private veterinary fees. All those in receipt of Housing Benefit or Council Tax Benefit qualify for free PDSA-funded veterinary

treatment for their pets. Providing these services cost PDSA some £28.9 million in 2002. While contributions from pet owners are encouraged, the average cost of a course of treatment is £97. Life-saving procedures often cost a great deal more.

In total, about 1 in 5 households in the UK is eligible for PDSA help; that's some 5.8 million households. By the end of 2002 PDSA PetAid services were directly available to almost 4 million of these. Although PDSA treats around 4,500 sick and injured animals every working day, there remain many more entitled to – and needing – our assistance.

**1 Marilyn Rydström,  
PDSA Director General,  
with Shiloh**

**2 PDSA's message reaches  
pet owners of all ages**

**3 Elizabeth Swale from  
Everton, Liverpool,  
wanted Toffee's story  
to be told**



PDSA wants to reach *all* those eligible for its services. We have ambitious but achievable expansion targets and look to expand not only through increased fundraising but also by continually seeking to identify and introduce innovative methods of service delivery that fulfil our mission. See pages 6 and 7 for further details.

Since the re-branding and re-positioning of the society in 2001, PDSA has placed greater emphasis on increasing our profile in the wider community, not only to attract greater levels of support, but also to ensure that sick and injured pets receive the treatment from PDSA that they so desperately need. A National Opinion Poll conducted in August found awareness of PDSA had risen from 3% in 1999 to 23% in 2002. Although this is an outstanding

achievement, the work to translate this growth in awareness into a growth in donations, legacies and other income must continue if we are to expand our present PetAid services in the face of ever rising veterinary costs.

I believe that PDSA's performance this year would have made Maria Dickin proud, but there is no doubt that this is only what she would expect. As Maria Dickin recognised, PDSA's cause is greater than any one of us; to progress we must all be prepared to roll up our sleeves and focus on providing help **for pets in need of vets.**

A handwritten signature in black ink that reads "Marilyn Rydström". The signature is written in a cursive style with a long horizontal line underneath.

Marilyn Rydström, Director General

## Toffee's story

In September 2002, a ginger kitten of around 12 weeks old was brought into the PDSA PetAid hospital in Everton, Liverpool. Someone had tied a firework to the kitten's back and had lit it, causing extensive injuries. The kitten's owner, Mrs Elizabeth Swale says: "My granddaughter found Toffee crying and brought him home. I took him straight to PDSA and can't describe how wonderful they have been. They treated his burns with cream and he's had antibiotics. All his fur's grown back now. It's just the tip of his ear ..."

Initially, Toffee had to return to hospital twice a week for treatment. What would Mrs Swale have done without PDSA? "I suppose I'd have tried to get Toffee better myself. But it doesn't bear thinking about."

# Highlights of 2002

**1 The new Gillingham PDSA PetAid hospital opens for business**

**2 Amos was poisoned after accidentally swallowing weedkiller. Pictured with Veterinary Nurse Sam Munn from Quinton PDSA PetAid hospital**

**3 Coventry PDSA Veterinary Surgeon, Rob Ingle, and his dog Holly who gave blood to a pet patient who was suffering from a life-threatening blood disorder**



## In 2002, PDSA:

- Spent over £29 million staffing and equipping 45 PetAid hospitals nationwide to provide more than one million free consultations to the sick and injured pets of needy people
- Worked with 260 private veterinary practices in 121 different locations to extend provision of free PDSA-funded veterinary care. During the year 28 new private practices joined the PDSA PetAid scheme
- Opened a new purpose-built replacement PetAid hospital in Gillingham
- Began work on an entirely new PetAid hospital in Basildon funded by the Margarete Markus Will Trust
- Provided 5,843 veterinary grants totalling £381,338 to needy pet owners in areas not currently covered by a PDSA PetAid service
- Launched the PetCheck programme nationwide to promote responsible pet ownership and raised PDSA's profile by putting the PetCheck vehicle on the road throughout the summer and autumn months
- Increased the number of fundraising groups from 50 to 78
- Distributed two million 'We're here to help' leaflets
- Inserted 2.3 million poster leaflets in the Mail on Sunday's 'Night & Day' magazine detailing PDSA's activities
- to attract practical support and donations
- Opened nine new PDSA shops to increase income and raise awareness
- Expanded the website [www.pdsa.org.uk](http://www.pdsa.org.uk), which now receives over 800,000 hits per month, and answered over 2,400 Vets on the Net enquiries
- Mailed some 20 million items of direct marketing literature
- Received legacy income totalling £22.8 million

# The team that cares

PDSA owes its continued success to the energy and determination of those who support our work and dedicate their efforts to our cause

**1 Sharon Murtagh,  
Janet Fishwick,  
Nancy Billing and  
Fran Adams,  
Veterinary Nurses at  
Huyton PetAid hospital**

**2 Steven Smith, PDSA  
Pet Protector of the Year**

**3 Bruno with Veterinary  
Surgeon Karen Goff at  
Leeds PDSA PetAid  
hospital, the Frederick  
Jennings Centre**



**John Warnock** has been a PDSA vet for over 30 years. He says, "One thing that has remained constant is sharing Maria Dickin's belief in animal care for the less fortunate. I was immensely encouraged at a recent meeting when I met a group of young PDSA vets, all enthusiastic about the future and sharing the same caring attitude. PDSA is in good hands."

**Bert Hills** became involved with PDSA during World War II. Bert lived in Brixton and as part of his Civil Defence duties he helped with the injured and took animal casualties to the Croydon PDSA hospital. More recently Bert has been involved in raising funds for the new PetAid hospital in Basildon. It's a massive achievement and one of which he is justifiably proud.

**Nancy Billing** was one of four student nurses, taken on with the opening of the PDSA PetAid hospital in Huyton in 2000, who all successfully qualified in 2002. "Studying for a two-year veterinary nursing course has been hard work, but it's the job I've always wanted to do. I'm extremely grateful to the vets and nurses at Huyton. They were always happy to help with advice and support."

**Phyllis Seymour's** first foray into fundraising was in the early 1960s when she carried a collection box for PDSA. She recalls raising the grand total of five pounds and eight shillings! Today she is Chair of the Croydon Guild and is involved in many events throughout the year from dog shows to flag days.

**Steven Smith**, aged 14, is Pet Protector of the Year 2002 and is modest about his achievements. "My cat was hit by a car and needed a lot of treatment. PDSA helped my family, so I wanted to help them," he said. Steven is involved with all kinds of fundraising activities and regularly visits schools to talk about Pet Protectors, PDSA's young people's club. "It's a great charity", he says. "You can help and have fun at the same time."

# New initiatives

**PDSA prides itself on being innovative, efficient and forward-looking**

**1 The new PDSA PetCheck vehicle was generously donated by Julie and Robert Breckman**

**2 Marilyn Rydström with Best Friends Group Principal and Director, Andrew Bennett**

**3 PetCheck Veterinary Nurse Philippa Herbert demonstrates canine dental care**



## **Combining services under PDSA's roof**

Until recently, PDSA PetAid hospitals were considered strictly for PDSA clients. At some PetAid hospitals, where changing demographics have released resources, this is set to change to the benefit of a wider group of pet owners. In a ground-breaking development PDSA has joined forces with VetSavers, part of the Best Friends veterinary group, to provide value-for-money private treatment to the public alongside the free PDSA-funded service to people in need.

PDSA Director General, Marilyn Rydström, explains, "By combining the charitable service and a value-for-money private practice under one roof, PDSA will fully utilise the resources of these PetAid hospitals and maximise the veterinary care they can provide to the local pet community. The operational efficiencies and new income streams this offers are key to allowing PDSA to expand PetAid services into new areas of significant deprivation where no PDSA service currently exists.

## **Night time and weekend cover**

Another PDSA innovation is the introduction of emergency out-of-hours cover by specialist organisation Vets Now. This initiative was born of PDSA's wish to improve working conditions for dedicated daytime veterinary staff who, understandably, find emergency night cover difficult and stressful following a busy day on duty.

Vets Now staff specialise in emergency veterinary medicine and opt to work outside normal working hours, approaching their tasks fresh and ready to deliver quality patient care.

**1 Julie and Robert Breckman with Brian**

**2 Alana Wall was thrilled when Marble recovered at Sheffield PDSA PetAid hospital after complications from an old airgun wound**

**3 The delightful Sue Nicholls showed exactly why she is one of PDSA's favourite stars when she visited PDSA's Cheadle shop**



PDSA Director of Veterinary Services, Gairn Ross, says, "The benefits to PDSA are better utilisation of our capital assets, our PetAid hospitals, and the creation of a new income stream, which in turn offsets most of the cost of providing out-of-hours services to PDSA patients."

### **A successful publicity 'drive'**

In July 2002, the PDSA PetCheck Programme was launched in a blaze of publicity, highlighting the shocking problem of obesity in pets and the consequent rise in weight-related health problems. The PetCheck Programme plays a key part in our strategy to promote responsible pet ownership and

centres around the new PetCheck vehicle, generously funded by PDSA benefactors, Julie and Robert Breckman.

This high-profile vehicle toured the country between July and November, offering all pet owners the opportunity to bring their pets for a free health and weight check, and to benefit from advice about nutrition, grooming and dental care from PDSA staff. Over 1,800 visitors took advantage of the programme.

### **In the public arena**

Voluntary 'ambassadors' are new to the PDSA scene. Their role is to raise awareness of PDSA PetAid services, ensuring that all those who qualify for PDSA assistance know of its availability. This involves regular contact with other agencies, such as social services, job centres, benefits offices and other charities, which are in regular contact with people likely to qualify for free PDSA treatment.

# New hospitals, new beginnings

**1 PDSA Pet Protector President, Cheryl Baker, with Veterinary Nurses Sam Roberts and Leigh Paris and pets Bailey and Dylan at the opening of Gillingham PetAid hospital**

**2 Rosemary Conley met successful dieter, Sam, when she opened Leicester PDSA PetAid hospital**

**3 Babs Cavalier, Bert Hills and Ruth Sartain from the Basildon Fundraising Group monitor the progress of the new PDSA PetAid hospital**



## Open for business

On 15 April 2002, Pet Protector President and special guest, Cheryl Baker, cut the ribbon and declared Gillingham's superbly equipped new PetAid hospital up and running! A second celebration followed on 3 September when our Patron, HRH Princess Alexandra, unveiled a commemorative plaque to mark the hospital's official opening. The hospital has five modern consulting rooms, a bright and attractive waiting and reception area and offers a wide range of services to around 85 pets every working day.

## Shaping up in Leicester!

More than 90 pets are treated every working day at the new and much-needed PetAid hospital in Leicester. The purpose-built hospital received its celebrity seal of approval on 27 May 2002 when health and fitness expert, Rosemary Conley, attended the official opening ceremony. The famed 'hip and thigh' diet guru was welcomed by staff and patients alike, including a crossbreed dog called Sam who needed to lose weight before he could undergo surgery to repair two knee joints. Inspired by Ms Conley's example, Sam went on to lose a stone in three months.

## Expanding our reach

In September 2002, work began on a new PetAid hospital in Basildon. A £750,000 donation from the Margarete Markus Will Trust will go towards the building cost of the hospital, which is in the region of £900,000. The new hospital is due to open in April 2003 and will be known as the Basildon PDSA PetAid hospital, The Coco Markus Centre. Staffed and operated jointly with PDSA's existing PetAid hospital in Southend, the superb surgical facilities of the new hospital will also be available to Southend clients, should their pets need intensive treatment.

**1 Thamesmead  
Veterinary Surgeon  
Dorthe Hansen holds  
cuddly Shih Tzu, Candy**

**2 Fuzzball, pictured  
with 3-year-old  
Hope Hopton, was  
injured during a spate  
of airgun shootings  
in Bournemouth**

**3 Maude and New Cross  
PDSA PetAid hospital  
Receptionist,  
Lauranne Lebeau**



The two-storey hospital will have six consulting rooms, two operating theatres, a main waiting room, dispensary and separate recovery kennels for cats and dogs. Equipment costs will be around £100,000 and on-going running costs are expected to be around £450,000 per annum.

### **West is best!**

From July 2002, Cornwall became the first county to boast 100% access to PDSA PetAid services. Sufficient veterinary practices have joined with PDSA to ensure that every eligible pet owner in Cornwall can obtain the free PDSA-funded treatment they need from a local PDSA PetAid practice.

### **Preventive measures**

Although road traffic accidents remained the major cause of injuries to pets treated by PDSA veterinary staff, sadly 2002 saw an upturn in the number of pets shot by airguns or injured by fireworks. By publicising these cases and raising awareness of the dangers, PDSA is working towards making Britain a safer place for pets.

### **New life for Maude**

An abandoned kitten that had been dumped down a rubbish chute was brought to the New Cross PDSA PetAid hospital, The Philippa and George Adams Centre, by an unknown passer-by. The kitten was very thin, dehydrated and could hardly stand when she was rescued.

The kitten was given the name Maude by PDSA staff and spent 11 days at the PDSA PetAid hospital. She needed antibiotic and anti-inflammatory medication, and regular medicated baths and cream to moisturise her sore skin.

PDSA Receptionist, Lauranne Lebeau, fell in love with the kitten and decided to give her a new home. When Maude was discharged she was fully back on track as a typical playful kitten. Lauranne said, "Maude is a lovely kitten. Despite such a bad start in life she has settled in happily at home with my other five cats."

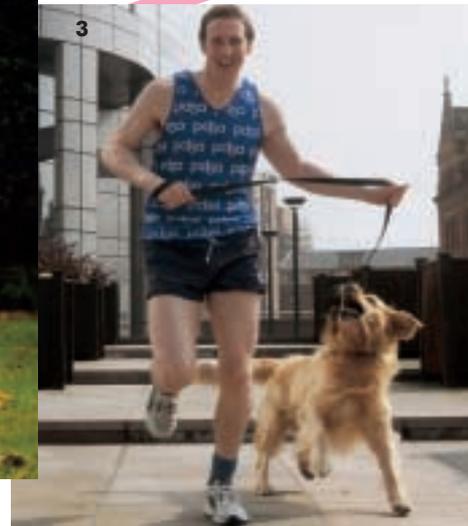
# Funding treatment for pets

For PDSA, the challenge of generating new income is inextricably linked with the need to increase awareness of our mission ethos and values

**1 Veteran comedy actress, Dora Bryan, and her Shih Tzu, Lottie, lent their support to PDSA Make a Will Week**

**2 William Roache, MBE, is a firm PDSA supporter and animal lover. He is one of many celebrities to be featured in Companions, the magazine for PDSA Best Friends**

**3 Charlie with Solicitor, Andrew Dunn, from Sale, who took part in the 2002 London Marathon to raise money for PDSA**



## Gifts in wills

Gifts left in wills remain the largest single source of funding for PDSA's work. In 2002, income received from legacies reached £22.8 million. To help us to plan for the future, PDSA has joined the Remember a Charity campaign, a 100-strong group of charities, to promote the need for lifetime supporters to remember their favourite cause.

Another 'first' in 2002 was a pilot PDSA Make a Will Week. The appeal carried messages about PDSA's work and funding needs through advertising, posters in PDSA shops and local libraries, leaflet distribution and by means of editorial coverage in newspapers, on radio and television.

Peggy Bishop, of Hammersmith, has pledged to leave a gift to PDSA in her will and is happy to encourage others to do so. "Many animal charities seem embroiled in 'politics' ... in my experience, PDSA is made up of very genuine people," she said.

## Universally appealing

PDSA Best Friends are indeed our pet patients' best friends! By donating regular sums, around 60,000 Best Friends make it easier for us to plan for the future. And because the sick and injured pets treated by PDSA can't say thank you themselves, we say it for them by sending our Best Friends a regular copy of Companions magazine. PDSA is always looking for more

Best Friends. In response to our approaches and as a result of a small but successful TV advertising campaign on select satellite channels, more supporters are signing up all the time.

## Purchasing power

New PDSA fundraising initiatives are constantly being developed to appeal to an ever-increasing audience of supporters. In 2002, purchases from trading catalogues of pet insurance and financial services, and use of the PDSA credit card all helped to support our work. The direct marketing programme achieved over £5 million profit in 2002 to support PDSA PetAid services.

**1 The PDSA Challenge of a Lifetime included a sponsored mountain bike tour of Sri Lanka**

**2 Former Coronation Street star, Stephen Beckett, opened the new PDSA shop in Scarborough**

**3 Veterinary Nurse, Caroline Byles, and Max**



The PDSA Direct Marketing Department was highly commended in awards run by Marketing Direct magazine for the 2001/2002 Autumn/Winter catalogue which generated a 52% increase in sales and a 16% increase in donations when compared to the previous year.

### **Retail therapy**

In 2002 the PDSA retail division enjoyed an excellent year, rising to the challenge of a difficult retailing environment. PDSA opened nine new shops and 22 shops underwent refurbishment. Efficiency improvements, a management re-organisation and the continuing introduction of attractive new goods, resulted in profits in excess of £2 million.

Not only do PDSA shops contribute invaluable funding for the treatment of sick and injured pets, they also provide an effective public face for the charity.

### **In action!**

A ten day cycle challenge across Sri Lanka, a trek along the Inca trail in Peru, fifteen runners in the London Marathon...PDSA supporters lost no opportunity to raise thousands of pounds with dramatic feats of bravery and endurance.

### **Max strength**

Following a bad road accident, Max, a four-year-old chocolate Labrador, and his owners had good cause to be grateful to PDSA. Max had 35% burns, multiple grazes, cuts and severe bruising and had been rescued by the fire brigade from the car under which he was trapped.

Max's injuries were severe and at first staff didn't think he would survive. In the words of Veterinary Nurse Caroline Byles, "Stoke Mandeville hospital advised us that if a human had suffered the same injuries, they would have given a poor prognosis. But Max has proved he is a fighter." Owner Lynda Davies says, "It was devastating when the accident happened ... his condition was touch and go. He received extensive treatment and care from everyone at PDSA in Northampton. Max and I are extremely grateful."

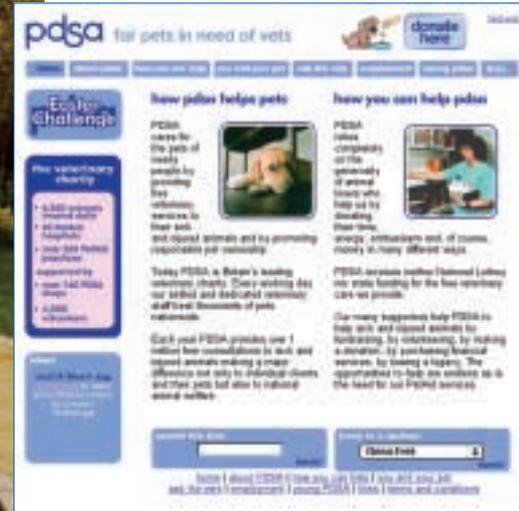
# Working together...

PDSA's continued success comes from the energy, enthusiasm and commitment of volunteers, supporters and staff

**1 Brighton PDSA Fundraising Group has raised £50,000 in the six years since the group was formed. (L-R) Ranees Crawley, Wyn Agnew, Jean Kettle, Ginger Howard, John Woods, Les Crawley (Chairman)**

**2 Designer, Robert Frier, in PDSA's RHS Bronze Medal pet-friendly garden**

**3 www.pdsa.org.uk is open 24 hours a day**



## Volunteer Team

PDSA takes a professional and committed approach to its volunteers and works hard to ensure volunteering with PDSA is rewarding. In June 2002, PDSA again took part in Volunteers' Week, holding 233 activities across the country to say 'thank you'.

## A MADD day, a great week!

On Make a Difference Day (MADD), 26 October 2002, PDSA joined other charities in persuading people to 'give volunteering a go' by encouraging those who'd never volunteered before to get involved.

## Celebrity vet

BBC television vet and 'extreme animal' specialist, Steve Leonard,

joined PDSA as a locum in November 2002. Steve said, "Everyone at PDSA's Stoke-on-Trent PetAid hospital has made me feel very welcome. It is a privilege to be here and great to return to being a practising vet, doing the job I have wanted to do since I was a child. PDSA is a special organisation that makes a tremendous difference to the health and wellbeing of the nation's pets."

## Happy pets, happy gardeners!

At the Royal Horticultural Society Tatton Park Show in July 2002, PDSA received an RHS Bronze Medal for its pet-friendly garden designed by Robert Frier. The garden proved that being pet-friendly can also be pleasing to the eye.

## In cyberspace

[www.pdsa.org.uk](http://www.pdsa.org.uk) has become one of the most popular animal welfare sites on the web, with over 800,000 hits a month. The website provides a unique platform for PDSA's responsible pet ownership message and the 'Vets on the Net' online advisory service has proved a particular hit.

The website was highly commended after being nominated as one of the three finalists in the Animals and Environment section of the 2002 Charity Awards.

## Starting them young!

Promoting better pet care to children has always been important to PDSA. The Pet Protectors Club, with over

**1 Hayley Wilkinson,  
PDSA PetAid Challenger  
of the Year**

**2 Rotherham Shop  
Manager, Wendy  
Moreton, and Assistant  
Manager, Penny Cooper,  
with their retail display  
competition trophy**

**3 Ziggy can fit into the  
palm of Alexandra  
MacDonald's hand**



1,500 members, actively encourages the younger generation to 'do their bit' and get involved. Members regularly receive Animal Antics, the club's magazine packed with animal facts and features, quizzes and fun. The PDSA Pet Protectors education pack is also used by primary school teachers to reinforce the pet care message.

PDSA PetAid Challenge is a series of fun activities designed to involve young people in the work of PDSA and to help them become aware of the charity's aims and objectives in the community. Hayley Wilkinson, PDSA's PetAid Challenger of the Year, completed ten Challenges and raised £168.88 for PDSA.

Sponsored walks and car wash days were just two of Hayley's winning ideas. She also succeeded in collecting 27 sacks of donated goods for her local PDSA shop.

#### **PDSA's retail display team**

The Queen's Golden Jubilee was the subject for the 2002 PDSA retail display competition. Union Jacks flew proudly in PDSA shop windows across the country. Competition was fierce but the display by the Rotherham PDSA shop was judged to be the overall winner, combining an imaginative and artistic window display with clear evidence of the solid teamwork that had produced it.

### **Ziggy's major op**

Ziggy the hamster was admitted to Edinburgh PDSA PetAid hospital with a damaged left leg following an accident in his cage. Unfortunately, the leg was so badly broken that PDSA vets decided to amputate it.

Surgery on small animals like Ziggy carries a huge risk as the volume of anaesthetic given needs to be carefully controlled throughout the operation. Speed is also essential; the surgery to remove Ziggy's leg took 30 minutes.

Ziggy's owner, Mrs Audrey Macdonald, said: "I knew Ziggy had badly injured himself. Everyone at PDSA was so kind and helpful. Ziggy has now made a full recovery. He still runs around, you would never know he only has three legs!"

# To recognise heroic achievement

**1 (L – R) Michael Hingson, Roselle, Omar Rivera and Salty pose for television cameras at the Ground Zero PDSA Dickin Medal ceremony**



**2 The PDSA Gold Medal for Gallantry and Devotion to Duty**

**3 (L – R) PC Stuart Judd, Metpol Delta Monty, HRH Princess Alexandra, Endal and Allen Parton**



## **PDSA Dickin Medals awarded**

The PDSA Dickin Medal, the animals' Victoria Cross, was instituted in 1943 by PDSA's founder Maria Dickin. It is awarded to public service animals displaying conspicuous gallantry in areas of armed conflict and in the face of extreme danger.

In a special ceremony in March 2002 at Ground Zero, in recognition of their bravery and devotion to duty following the tragic events of 11 September 2001, three amazing dogs were presented with the PDSA Dickin Medal by Mr Roy Trustram Eve, PDSA Chairman. First was Appollo, a NYPD search and

rescue dog, representing his 300 or so canine colleagues that worked in the ruins of the World Trade Center and the Pentagon, then Roselle and Salty, both guide dogs, for leading their owners down more than 70 floors of the World Trade Center and to a place of safety.

## **New PDSA Gold Medal**

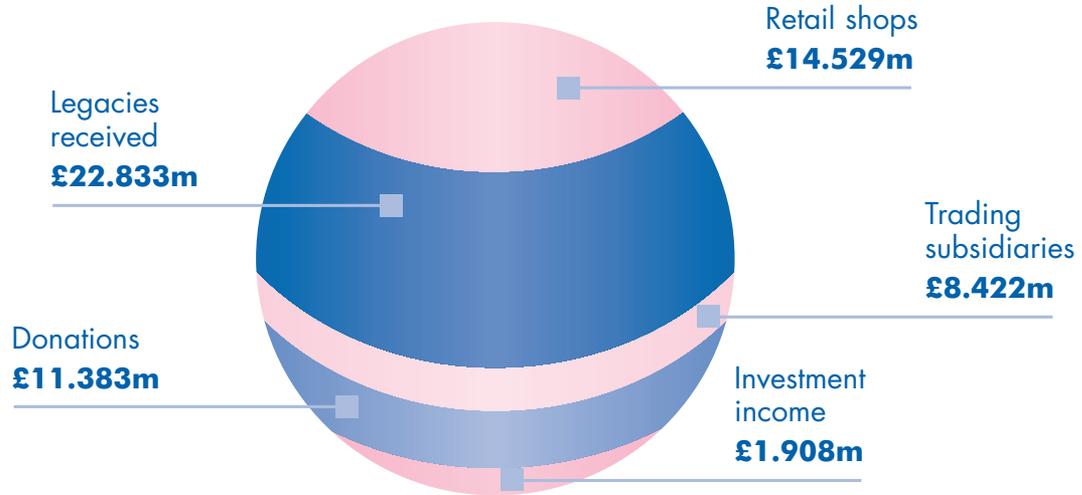
In 2002, the Council of Management introduced the PDSA Gold Medal for animal bravery and devotion to duty, a peacetime award anticipated to become the animals' George Cross.

At the inaugural ceremony in November 2002, the Patron, HRH Princess Alexandra, presented three PDSA Gold Medals.

First was Police dog Metpol Delta Monty for outstanding bravery in protecting his handler while apprehending an armed robber. Then Canine Partner Endal who, when his owner was knocked from his wheelchair, rolled him into the recovery position, covered him with a blanket from the wheelchair, pushed the mobile phone to his face and only then went for help. And finally, Police dog Bulla who sadly lost his life when protecting the public and stopping a deranged man brandishing a knife.

# Income and expenditure

## Total incoming resources £59.075m



## Total outgoings £57.444m

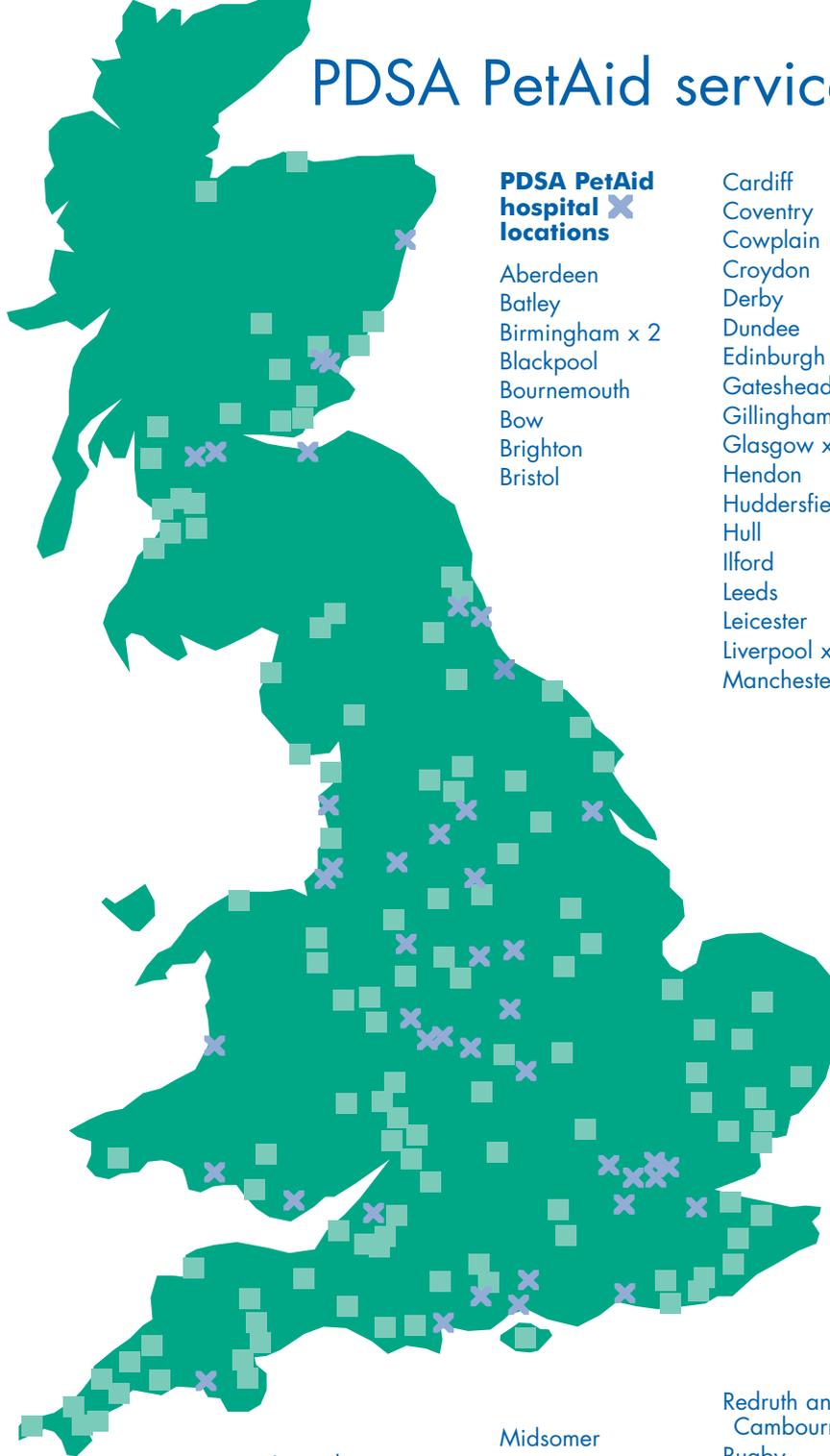


**Please note:** These figures are subject to audit and may differ slightly from the final reported accounts.

# PDSA PetAid services

✕ 45 PetAid hospitals

■ 260 PetAid practices operating through 121 locations



## PDSA PetAid hospital ✕ locations

Aberdeen  
 Batley  
 Birmingham x 2  
 Blackpool  
 Bournemouth  
 Bow  
 Brighton  
 Bristol

Cardiff  
 Coventry  
 Cowplain  
 Croydon  
 Derby  
 Dundee  
 Edinburgh  
 Gateshead  
 Gillingham  
 Glasgow x 2  
 Hendon  
 Huddersfield  
 Hull  
 Ilford  
 Leeds  
 Leicester  
 Liverpool x 2  
 Manchester

Middlesbrough  
 New Cross  
 Newcastle-upon-Tyne  
 Northampton  
 Nottingham  
 Plymouth  
 Romford  
 Sheffield  
 Southampton  
 Southend  
 Southsea  
 Stoke-on-Trent  
 Sunderland  
 Swansea  
 Thamesmead  
 Wolverhampton

## PDSA PetAid Practice ■ locations

Aberdare and District  
 Aldeburgh/Saxmundham  
 Aldershot and Farnham  
 Andover  
 Arbroath  
 Ashford  
 Ayr and Troon  
 Banbury  
 Barnstaple  
 Barrow-in-Furness  
 Bath  
 Bexhill-on-Sea  
 Bishop Auckland  
 Bodmin  
 Boston  
 Bridgnorth  
 Bridlington  
 Bury St Edmunds  
 Buxton  
 Canterbury  
 Carlisle  
 Cheltenham  
 Chesterfield  
 Clacton-on-Sea  
 Colchester  
 Congleton  
 Consett  
 Cumnock and District  
 Diss  
 Doncaster  
 Dorchester  
 Dunfermline  
 Eastbourne  
 Elgin  
 Ely  
 Exeter  
 Exmouth  
 Falmouth/Heston

Forfar  
 Galston and Newmilns  
 Glenrothes  
 Gloucester  
 Goole  
 Grantham  
 Greenock  
 Hailsham  
 Harrogate  
 Harwich/Dovercourt  
 Hastings/Saint Leonards  
 Helensburgh  
 Hereford  
 Inverness

Ipswich  
 Irvine and Saltcoats  
 Isle of Wight  
 Kendal  
 Kettering  
 Kilmarnock  
 Kings Lynn  
 Kirkcaldy and Levenmouth  
 Lancaster  
 Launceston  
 Lincoln  
 Liskeard  
 Llandudno  
 Luton  
 Malvern  
 Maybole and District

Midsomer  
 Norton and Frome  
 Montrose  
 Morpeth and District  
 Newmarket  
 Newquay  
 Newton Abbot  
 Norwich  
 Oswestry  
 Otley  
 Oxford  
 Pembroke  
 Penzance and  
 Saint Ives  
 Perth  
 Pitlochry  
 Porthcawl/Bridgend

Redruth and Cambourne  
 Rugby  
 Rugeley  
 Rye/Tenterden  
 St Austell  
 Salisbury  
 Scarborough  
 Shrewsbury  
 Skipton  
 Sleaford  
 Southport  
 Stafford  
 Stirling  
 Street and Glastonbury  
 Stroud  
 Sudbury  
 Swindon  
 Taunton  
 Teignmouth

Telford  
 Tewkesbury  
 Theford  
 Tiverton  
 Torquay  
 Truro  
 Uttoxeter  
 Wareham and Swanage  
 Wells and District  
 Weston-Super-Mare  
 Whitby  
 Whitstable  
 Winchester  
 Windsor  
 Worcester  
 Workington  
 Wrexham  
 Yeovil  
 York

# PDSA shops and fundraising groups

▲ 77 fundraising groups

● 160 shops

## PDSA shop locations

Aberdeen x 2  
Aldershot  
Ashford  
Ayr  
Banbury  
Barking  
Barkingside  
Barnet  
Barnsley  
Basildon  
Bath  
Bedminster  
Beeston  
Blackpool  
Bognor Regis  
Bolton  
Boscombe  
Bramley  
Brighouse  
Brighton  
Broughty Ferry  
Burton-on-Trent  
Bury  
Caerphilly  
Callander  
Cardiff x 2  
Cheadle  
Chester-le-Street  
Cheylesmore  
Chorlton  
Christchurch  
Clacton-on-Sea  
Clifton  
Colchester  
Coventry  
Cupar  
Derby  
Diss  
Dudley  
East Ham  
Eastbourne  
Edinburgh  
Elgin  
Erdington  
Exeter x 2  
Glasgow x 3  
Glenrothes  
Gosport  
Grantham  
Greenock  
Hanley  
Stoke-on-Trent  
Harborne  
Harold Hill  
Harrow  
Havant  
Headingley  
Helensburgh

Hendon  
Holborn Street  
Hull  
Huyton  
Ilford  
Inverness  
Inverurie  
Ipswich  
Kentish Town  
Kilburn  
Kilmarnock  
Kingstanding  
Knowle  
Leeds x 2  
Leicester  
Leigh  
Leigh-on-Sea

Leyton  
Lochee  
Long Eaton  
Loughton  
Merthyr Tydfil  
Montrose  
Morriston  
Musselburgh  
Mutley Plain  
Newcastle-upon-Tyne  
Newcastle-under-Lyme  
Newhaven  
Newport (Wales)  
Newton Abbot  
Northend  
Northfield  
Norwich

Nuneaton  
Oldham  
Old Swan  
Oswestry  
Otley  
Oxford  
Paisley  
Penarth  
Perth  
Peterlee  
Pinner  
Pitlochry  
Plymouth  
Port Talbot  
Portishead  
Portswood  
Prescot  
Purley  
Radford  
Rotherham  
Rubery

Rugby  
Rutherglen  
Ryde  
Scarborough  
Saint Austell  
Sale  
Shanklin  
Sheffield  
Shipley  
Shirley  
Solihull  
Southsea  
St Leonards  
Stafford  
Staple Hill  
Stevenage  
Stirling  
Street  
Sudbury  
Sunderland  
Sutton-in-Ashfield  
Swansea

Teignmouth  
Thornbury  
Torquay  
Uttoxeter  
Waltham Cross  
Watford  
Wellington  
Weoley Castle  
West Ealing  
Westbury-on-Trym  
Weston-Super-Mare  
Whitby  
Whitley Bay  
Windsor  
Winton  
Wishaw  
Wolverhampton  
Worthing  
Yeovil  
York

## Fundraising groups

Aberdeen  
Aldeburgh  
Andover  
Ardrossan  
Ayrshire  
Barcombe  
Basildon  
Bearsden and Milngavie  
Birmingham x 2  
Blackpool  
Bolton  
Bournemouth

Bow  
Bridlington  
Brighton  
Bristol  
Cambridgeshire  
Cardiff  
Congleton  
Cornwall  
Croydon  
Denby  
Derby  
Doncaster  
Drumchapel  
Dundee  
Edinburgh  
Everton  
Formby  
Gateshead  
Gillingham  
Glasgow  
Greenock  
Halifax  
Harrogate and York  
Hereford

Hertfordshire  
High Peak  
Hull  
Huyton  
Inverness  
Isle of Wight  
Kendal  
Kirkintilloch  
Leicester  
Lincoln  
Llandudno  
Lochaber  
New Forest  
Newcastle  
North Hampshire  
Norwich  
Nottingham  
Oxford  
Plymouth  
Portsmouth  
Preston  
Romford  
Sheffield  
Southampton  
Southport  
Stafford  
Stoke  
Swansea  
Swindon  
Tayside  
Teeside  
Telford  
Trafford  
Wessex  
Whitby  
Wirral  
Wolverhampton  
Workington  
Wrexham

# Information

## Patron

HRH Princess Alexandra,  
the Hon. Lady Ogilvy GCVO

## Trustees

### (Council of Management)

Mr Roy Trustram Eve, DL  
(Chairman) \*#

Professor Sir Colin Spedding, CBE  
(Deputy Chairman) \*

Mr Freddie Bircher, MA \*

Mr Michael Bolton, FCA\*

Mr John Butterfill, FRICS MP #

Mr Frank Butters

Mr Malcolm Curtis, OBE

Mr Richard Edmunds \*#

Mr Chris Heaps, LLB

Mr Dennis Inchbald, MA

Dr Jerry Lucke, BVSc Phd DVA  
MRCVS

Lady Molloy

Mr Richard Tatham

Mr Mike Radford, LLB  
(appointed 11 December 2002)

Mr Gareth Jones, FCA FCT #  
(appointed 12 June 2002)

\* Member of the Finance Committee

# Member of the Investment  
Committee



PDSA Chairman,  
Roy Trustram Eve,  
greets PDSA Patron,  
HRH Princess Alexandra,  
at the official opening  
of the Gillingham PDSA  
PetAid hospital

## Executive Staff

Director General  
Marilyn Rydström, BSc FRSA

Director of Veterinary Services  
Gairn Ross, BVM&S MRCVS

Director of Finance  
Adrian Wadsworth, BA FCA

Director of Property Services  
Keith Young, MSc(FM)  
BSc(EstMan) FRICS

Director of Human Resources  
Paula Poole, MIPD

Director of Marketing  
Hugh Thomas

Business Development Director  
Jan McLoughlin, MSc CBiol MIBiol



**pdsa**

for pets in need of vets

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