

Favour

Issue 55
SPRING
2017
£1.75 when sold

The magazine from Hearing Dogs for Deaf People



Go walkies!

It's time for our Great
British Dog Walks

“I jumped at
the chance to help
change a deaf
person's life”

Why **Chris Packham**
is passionate about
puppy sponsorship

PLUS

Caring and
clever: close-up on
Cocker Spaniels

Beth Tweddle
joins us for a
coffee and chat

Celebrate our
35th anniversary!



**Brave
and happy**

How Rowan
gives Kaitlyn
confidence



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Spring 2017



LET'S GO WALKIES!

Find a Great British Dog Walk at a beautiful location near you! page 24

Welcome!



Our cover star Chris Packham (p10) was inspired to sponsor a puppy after witnessing the very special bond between a hearing dog and its owner, and this issue of *Favour* is full of similar stories: young Kaitlyn's life was transformed when hearing dog Rowan came along (p20); and hearing dog Ayla has been a lifeline for Hannah Baker (p16). This issue we are also celebrating our

35th birthday! The Charity has come a long way since 1982. Find out just how much we've achieved in those 35 years in our special feature starting on page 12 – we hope you'll continue to support us on the next stage of our journey.

Enjoy the mag!

Gill Lacey Editor

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Favour

magazine is named after Hearing Dogs' very first dog Favour.

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Royal Patron
HRH The Princess Royal
Registered charity in England and
Wales no. 293358 and Scotland no.
SC040486

Member of UK Council on
Deafness, Assistance Dogs (UK),
Assistance Dogs Europe and
Assistance Dogs International

 **Hearing Dogs**
for Deaf People
35 years

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Articles and features: printed in *Favour* are not necessarily the views of the Charity but are the views expressed by the writers. We welcome your comments.

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Produced by: james pembroke 90 Walcot Street, Bath, BA2 5BG. www.jpublishing.co.uk

NEXT ISSUE
Look out for the
next issue in
autumn 2017

It's a... dog's life

DID YOU KNOW?

Amanda Tapping has also appeared in TV show *Supernatural*

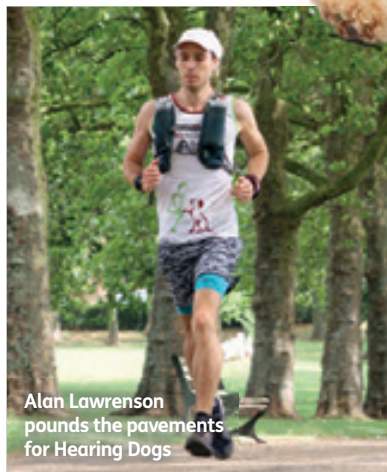
Updates from our latest appeals and news about our favourite dogs – we sniff out the stories that matter to you...



FUNDRAISING

Supporter takes on double the challenge

Alan goes 'deaf for the day' and tackles 100-mile run



Alan Lawrenson pounds the pavements for Hearing Dogs

Alan Lawrenson from Willesden Green has been named Hearing Dogs Community Champion 2016. Alan, a customer retention manager for MedicAnimal, has gone the extra mile to raise funds and awareness for Hearing Dogs over the past few years – 812 miles in fact, including 100 miles while made temporarily 'deaf' and a further 156 miles across the Sahara Desert in the Marathon des Sables.

Alan says: "People have seen me do crazy runs. The Sahara Desert – 156 miles with an 8kg backpack – wasn't easy. But I felt people expected more of me so I had to think about what would

make people really take notice and get me to my fundraising target."

Race to the Stones

Alan set himself the challenge of running the 100-mile Race to the Stones while 'deaf'. He had special gel moulds inserted into his ears, rendering him 70% deaf for 20 hours. Before the race he said: "I'm slightly nervous about not being able to hear. It's going to be a real problem

motivation wise. I'm not going to be able to speak to people or listen to music and that type of thing normally brings me back up again. I'm really nervous – I've had minor panic attacks all week."

Alan successfully completed his 'deaf for the day' challenge in just over 22 hours. Afterwards he said: "Without a doubt that race was the toughest I've completed. I've certainly gained more of an understanding of what people with hearing loss go through. Luckily I was able to pull the gels out."

The Community Champion award was presented to Alan by Olympic Gold Medallist Beth Tweddle. Read more about Beth on page 30.



Alan has been given a Community Champion award

FANS RAISE OVER £100,000



AFTER MEETING A hearing dog puppy named Iris at their first convention in 2005, *Stargate SG1* sci-fi actress Amanda Tapping and her loyal British fans have become some of Hearing Dogs' most committed supporters. Community fundraising manager Nicholas Orpin says: "It's quite remarkable how one little dog has inspired so much love and support. Amanda and her fans have raised more than £100,000 across nine events, supporting more than 10 hearing dogs."

THE DIFFERENCE A HEARING DOG MAKES



A TEAM FROM the University of York will be spending the next three years working with Hearing Dogs for Deaf People to examine the differences that having a hearing dog makes to people's lives.

The study, named PEDRO, includes questionnaires with recipients, interviews with trainers, partnership instructors, sensory impairment teams and social care practitioners, as well as economic considerations.

Starting in the next few weeks, new applicants will be invited to take part in the study.

**WELCOME
CENTRE
UPDATE**

Our new Welcome
Centre at The Grange
is due to open
in late 2017



A computer-generated design of how the new building is going to look...



... and how the site looks at the moment

PEOPLE

Kiss FM's Pandora visits The Grange

KISS FM'S PANDORA CHRISTIE

paid a visit to Hearing Dogs' headquarters in Saunderton, Buckinghamshire, to learn about the impact of deafness and find out what life is like for someone who can't hear music.

Pandora met hearing dog recipient Dionne Nelder to learn how deafness can destroy someone's confidence and wellbeing, and the life-changing difference a hearing dog can make.

Pandora says: "Learning how Dionne lost her hearing during her 20s really touched me. My 20s were some of the best times of my life – I remember being surrounded by music and friends. Instead, Dionne was growing more and more isolated and losing her ability to hear music altogether.

"I can't imagine how it must feel to lose your hearing. I didn't know that it can happen to anyone. It doesn't have to run in your family. It can happen over time or all of a sudden with no real cause."

Pandora also met some of the clever dogs-in-training and specialist dog trainers. The Hearing Dogs' demonstration team treated her to a private demonstration showcasing some of the signals and alerts performed by these life-changing dogs every day, in the home and out and about.

She says: "I was overwhelmed by how intelligent these dogs are and by how eager they were to please. I've seen with my own eyes how much they love the training – it looks as if they treat it like one big game.

"I learned how people's lives have been changed by a hearing dog and how much happiness, security, love and positivity they bring. I now understand how lonely and isolating deafness can be, and that it really is an invisible disability. It must be so tough and I'm so grateful there is a charity like Hearing Dogs training these amazing creatures."

➔ Further communications

We value and respect the choice you have made in supporting us and hope you enjoy reading about our work and plans through *Favour* magazine. However, should you choose to opt out of future communications please let us know: fundraising@hearingdogs.org.uk

PROGRESS ON SAFE AND SOUND WELCOME CENTRE



THE DEVELOPMENT OF our Safe and Sound Welcome Centre will enable us to build on the asset of our existing facilities at The Grange in Saunderton, Buckinghamshire.

The new centre will enable us to generate greater awareness of our work among the public, as it will be open to all throughout the year. It will be specifically welcoming to the deaf community, and we will offer an apprentice scheme for two profoundly deaf young adults. It will transform our training centre from being an "operational site" rarely open to the public, into a centre where hearing loss can be understood by all visitors, and a variety of employment opportunities will be offered.

The centre will offer a café restaurant, a gift shop and a space that can be used for private functions. All the profits generated will be ploughed back into Hearing Dogs and will develop into an important new income stream for the Charity, enabling us to continue to help as many beneficiaries as we can.

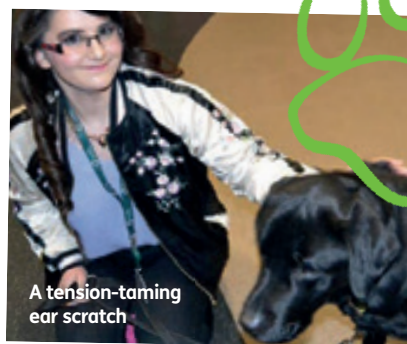
STRESS-BUSTERS

Pups offer students the pawfect cure to exam stress

A 'puppy' room was set up at Buckinghamshire New University to help students dealing with exam-related stress.

We headed to the campus with some of our very special furry friends and about 330 staff and students visited the dogs throughout the day, raising £160 for the Charity.

This is the third year that Hearing Dogs has teamed up with Bucks Students Union to boost 'emotional well-being' for



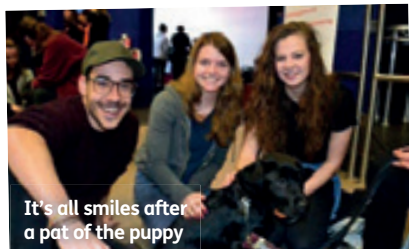
A tension-taming ear scratch

students and help those who miss their pets while away at university.

Amy How, volunteering and societies coordinator at the University, says: "The puppy days have always been a huge success.

"The students have a chance to get away from exam stress and it gives the dogs a great opportunity to socialise. Everyone is so happy at the end of the day and it is really rewarding for both us and the hearing dog pups."

Community fundraising manager at Hearing Dogs, Michelle Sapwell, says: "It's good for the puppies at this age to actually come into contact with people and to sit obediently for a period of time. When they go out to work they will be sitting with their recipients perhaps at work or in a restaurant, and they will be expected to be relaxed and calm in that environment."



It's all smiles after a pat of the puppy

FUNDRAISING

Used stamps raise thousands

THE TOTAL MONEY raised for Hearing Dogs in 2016 – thanks to supporters collecting used stamps using our special recycling envelopes – is £15,157.40. Isn't that amazing?! It's easy to do...

ORDER: we can send you an envelope or box to collect all your used stamps

TRIM: stamps need to have a paper border around them of around 1cm

SORT: remove any extra paper from pre-printed postage marks or labels

PACK: the trick is to get as many stamps in your envelope or box as possible!

ENJOY: recycle, knowing the impact you are making by helping to train a hearing dog to change a deaf person's life

Every stamp helps, and together they add up to so much. For more information or to request your recycling box or envelope, email:

chloe.whitelock@hearingdogs.org.uk or call 01844 348135



Lisa Baldock and her hearing dog Inca

LISA AND INCA WIN COMMUNITY AWARD

LISA BALDOCK AND HER hearing dog Inca received a Community Award from the Hampshire High Sheriff at a ceremony in the Great Hall, Winchester. The awards are given to public servants, individual volunteers or community groups who are making a significant contribution to their communities.

Lisa Baldock is a civil servant working at the Department for Work and Pensions (DWP) and lives in Fratton, Hampshire, with her husband and hearing dog Inca. Lisa volunteers for numerous organisations including Hearing Dogs for Deaf People.

In addition to her administrative role at the DWP, in 2016 Lisa became one of the key contributors to the cross-governmental Workplace Adjustment 'Passport', which is now available to any Civil Service employee wishing to open a dialogue about health issues or disability that may require adjustment and understanding within the workplace.

Such has been Lisa's contribution that, with hearing dog Inca by her side, she has been asked to speak at government level as well as to colleagues across the whole Civil Service about the passport.

Victoria Leedham, Hearing Dogs volunteering manager, says: "Lisa's sunny disposition and 'can do' attitude is really appreciated by our South Hants Fundraising Group; abseiling down the Spinnaker Tower and being one of their most prolific and popular speakers.

"The work Lisa has done with the DWP this last year has been truly inspirational and we are immensely proud of her."



Diary dates

**HAPPY BIRTHDAY
HEARING
DOGS!**
1982-2017

1. THE GREAT BRITISH DOG WALK

When: 12 March–18 June
Where: Choose your favourite UK location
What: Full details on page 24

2. BEVERLEY MINSTER SERVICE TO CELEBRATE 35 YEARS OF HEARING DOGS

When: Wednesday 3 May, 6.30pm
Where: Beverley Minster, Beverley, HU17 0DN
What: An informal service, "Music in Motion" signing choir, "Hymers School Choir" and a Hearing Dogs demo, plus light refreshments
Tickets: Registration is required. Tickets are free but donations are welcome

3. SPRING OPEN DAY

When: Saturday 6 May 2017,

11–4pm

Where: The Grange, Saunderton HP27 9NS
What: Go behind-the-scenes to learn how we create partnerships between deaf people and hearing dogs
Tickets: See www.hearingdogs.org.uk/openday

4. HILLIERS HOSTS 35TH ANNIVERSARY AFTERNOON TEA

When: Saturday 13 May, 10–5pm
Where: Sir Harold Hillier Gardens, Romsey SO51 0QA
What: Guided tour of the gardens followed by afternoon tea
Tickets: Adult £20
Child £10 (5–16)
Family ticket £50
E shhs.hillierevent@hotmail.com T 01844 340714

5. ST MARTIN IN THE BULLRING

HEARING DOGS 35TH ANNIVERSARY SERVICE AND VOLUNTEER CELEBRATION

When: Thursday 1 June, 6pm
Where: St Martin in the Bullring, Birmingham
What: Bringing together volunteers, recipients and supporters in this beautiful setting to celebrate the work of Hearing Dogs, followed by a reception
Tickets: Entry by ticket only. Limited free tickets are available, E vicky.ryan@hearingdogs.org.uk or T 01844 340720

6. VOLUNTEERS WEEK

When: 1–7 June 2017
What: Thank you celebrations with our volunteers
Tickets: See www.hearingdogs.org.uk/volunteer

7. WINCHESTER CATHEDRAL HOSTS HEARING DOGS' 35TH ANNIVERSARY CELEBRATION

When: 24 January 2018, afternoon (exact time TBC)
Where: Winchester Cathedral SO23 9LS
What: A service of celebration on the Feast Day of St Francis de Sales, Patron of the Deaf and Hearing-impaired
Tickets: (details of how to take part TBC)



STAY IN TOUCH:  twitter.com/HearingDogs  facebook.com/hearingdogs  www.hearingdogs.org.uk

“HARVEY’S OUR LITTLE CARER”

Wendy says that just
seeing Harvey’s face
makes her smile



At almost 82 years of age, Wendy Pegge has more energy and sparkle than many women half her age. But if you’d met Wendy just 18 months ago she would have painted quite a different picture...



Walking Harvey gets Wendy out and about, and has helped her to meet people

Please help us train
**MORE LITTLE
CARERS LIKE
HARVEY**

“You know, I didn’t truly appreciate the benefits of having a hearing dog until I lost my first dog, Beetle,” recalls Wendy Pegge from Buckinghamshire. “After having his support for 10 years, it was quite devastating when I lost him so suddenly; I really wondered how long I could go on for.

“I’ve always been quite independent, but those six months without a hearing dog were awful. I was in a real black hole at that time and hadn’t realised how much it showed in my attitude, my looks and my face. Then I was given Harvey and people started saying, ‘You’ve changed, you’re back to your old, happy self again’, which just shows what a hearing dog does for a deaf person; they bring them out of themselves.

“Having a hearing dog is what enables me to care for my husband Michael, so he can live at home with me, which is wonderful.”

Michael smiles in agreement: “I feel blessed with Wendy by my side. What makes me happy is seeing Wendy happy.” Michael sits in his special chair in the living room of the home he and Wendy have shared for 58 years. A few years ago, Michael suffered a series of strokes that left him severely disabled. Now unable to move by himself, his life is confined to just two rooms. Michael accepts these limitations with quiet dignity and cheerfulness. Why? Because this gentle man is being cared for in his home, where he and his wife Wendy brought up their family and made memories.

“Harvey saved my life”

Sitting close by, listening quietly to the couple’s every word is Harvey. This smart, black Miniature Poodle is Wendy’s second hearing dog and Michael says he arrived just in time. “When we lost Beetle, Wendy became very depressed. It broke my heart to see her so bereft.”

Wendy explains: “Beetle had always been there to support me in caring for Michael. Losing my hearing dog meant I was completely on my own. The anxiety of trying to care for Michael when I couldn’t hear was overwhelming. I felt unable to cope and that I was letting Michael down. I missed my hearing dog desperately. It was like being in a black hole. I couldn’t see a way to go on...

“Then I was offered Harvey and I really believe he saved my life. My whole attitude changed – he lifted my mood.

“I had always felt ashamed of being deaf. Then, in my 20s, I met Michael, this lovely man I’ve been married to for 58 years. He accepted me completely. It was Michael who made me face up to my hearing loss. He said to me one day: ‘You know, with three small children to look after, you’re going to have to do something about your hearing.’ That’s when I got my first hearing aids, but I still tried to hide them by growing my hair. Having a dog who wears a jacket that says ‘hearing dog’ is somehow different. I don’t mind people knowing that – it’s a very positive experience to have people look at me with my special dog.”

A light in the dark

At bedtime, when Wendy takes her hearing aid out, she is completely deaf. In the dark and unable to see, she has no way of knowing if Michael needs her. Michael says this is when Harvey’s help is more important to him than ever: “Wendy having a hearing dog helps me to feel more relaxed, especially at night. If ever I need Wendy, I know I can just say, ‘Call mum’, and Harvey will bring her to me – I’m confident of that. We could not exist without having a hearing dog now.”

Wendy agrees: “It’s a great comfort knowing that I can rely on Harvey to tell me if Michael needs me, when his carers come to the door and about any other important sounds. Harvey runs up to me and puts

HELP SOMEONE LIKE WENDY



Hearing Dogs for Deaf

People has been changing deaf people’s lives since 1982, and as each new partnership is created so another heartwarming story unfolds.

Today, thanks to kind people like you who volunteer and donate to support Hearing Dogs, we’ve over 930 working hearing dogs throughout the UK.

It costs us £25,000 to train a hearing dog like Harvey to change a deaf person’s life. Please make a donation today if you’d like to help train another hero like Harvey. However big or small, your gift will make a real and lasting difference to deaf people – and that’s a promise.

Thank you.

How to donate


-  Complete the donation form enclosed with this magazine
-  Donate online at www.hearingdogs.org.uk/donate
-  Write a cheque to Hearing Dogs for Deaf People and post to: **Freepost RSGX-LSRG-UCGH, Hearing Dogs for Deaf People, The Grange, Wycombe Road, Saunderton, Princes Risborough HP27 9NS**

two little paws on my knee and then, as he whizzes off to Michael, I follow him.

“Walking Harvey every day gets me out of the house and into the fresh air. People recognise me with my dog and then they smile and make an effort to speak – it’s a lovely, lovely feeling.

Every morning, Harvey wakes Wendy up at 6am. She says: “Just seeing Harvey’s dear little face makes me smile. I get up, make a cup of tea and check that Michael is OK. Then I get everything ready for when his carers come in at 7.45am. The support they give us so Michael can be at home with me is wonderful – but you know, I just couldn’t do it without Harvey.

“He’s our little carer, isn’t he, Michael?”

Michael smiles lovingly at his wife and then at Harvey as he quietly contemplates his reply: “Yes, very much so.” 

➔ More stories

To read more inspiring partnership stories, please visit: www.hearingdogs.org.uk/stories



“I JUMPED AT THE CHANCE TO SPONSOR RASCAL”

After spending time with our incredible dogs, Poodle-lover Chris Packham couldn't resist signing up to sponsor one of our pups

Last year, as many online followers of Hearing Dogs will already know, I signed up to sponsor Rascal, an energetic Miniature Poodle. He's a bundle of fluff who I was asked to name, to help promote the Hearing Dogs Puppy Sponsorship Scheme. It turns out he's quite a handful, so he really is a little rascal!

The sponsorship means that, along with many other people, I help pay towards his training. It's astonishing to think that this cute little pup will one day change a deaf person's life – and that I will have helped make this happen.

How did this come about? Well, I'm sure there are many reasons why people want to sponsor puppies. Some have personal experience of deafness. Others know about Hearing Dogs, and want to know more by following a pup's progress through its training. Others just love dogs. In my case, it was all of the above!

Joining the Poodle pack

First, a love of dogs and particularly a love of Poodles. They are a super-intelligent breed, which makes them ideal working dogs. I'm in good company: Churchill, Livingstone and Schopenhauer were all fellow Poodle-worshippers.



Rascal is an energetic bundle of fun!

"I'M LOOKING FORWARD TO WATCHING RASCAL GROW INTO A LIFE-CHANGING HEARING DOG"

"MY RIGHT EAR HAS PRETTY MUCH PACKED IN NOW, SO I ONLY HAVE ONE GOOD HEARING EAR"

Second, the personal experience: I'm deaf in one ear. Twenty years ago I was diagnosed with Ménière's disease, a disorder of the inner ear. It causes vertigo and sickness, as well as hearing loss. The symptoms have abated, but my right ear has pretty much packed in now, so I only have one good hearing ear.

In addition to these two reasons, I also jumped at the chance because of a remarkable day I spent filming with a lady who had a hearing dog – also a Poodle – that opened my eyes to what these amazing dogs do.


It was lovely to meet them both, but what really struck home was the incredible relationship they shared. She clearly adored her canine companion, and received oodles of Poodle love back, as well as practical help listening out for

important sounds. I was struck by the synergy between human and animal and felt honoured to witness it.

A life-changing scheme

So, when I attended a Great British Dog Walk last year, I decided it was time to help bring about another partnership. As luck would have it, Hearing Dogs had just produced a litter through its own breeding scheme. Already, I'd learnt something new: it breeds its own pups to become future superstars.

And now I'm sponsoring Rascal! I've received my wonderful welcome pack, and there are already some lovely updates about him in the online Puppy Pen. I'm really looking forward to watching him grow and develop into something truly life-changing: an immensely capable and faithful friend to a deaf person.

That's why I sponsor a pup. All of the above. Who knows, you might enjoy it too, for entirely different reasons. But speaking for myself, frankly, I couldn't resist! 

➔ Sponsor our latest pup Nutmeg!

You can sponsor Nutmeg from £3 a month: www.hearingdogs.org.uk/sponsor

SPONSOR A PUP, CHANGE A LIFE

When you sponsor a puppy, you'll receive 18-24 months of updates, a fantastic welcome pack plus access to our online Puppy Pen.

-  Get a fantastic welcome pack plus regular photo-updates on your puppy's training progress.
-  Donate £5 a month and you'll also receive a cute cuddly toy dog and Royal Canin pet food voucher.
-  Donate £10 a month and you'll also receive a beautiful framed photo of your puppy.
-  For details, please visit: www.hearingdogs.org.uk/sponsor



Young Nutmeg is our newest pup looking for your support

We've come a long way **together**

It's hard to believe that Hearing Dogs is 35 years old. We look back on our achievements and how times have changed for the Charity, recipients and, of course, our truly amazing dogs

Staff and facilities

Then: In 1982 Hearing Dogs is launched at Crufts and two staff plus one dog are recruited – Tony Blunt, an experienced police dog handler; Gill Lacey, a qualified audiologist and hearing aid technician; and Favour, a former stray, as Tony's demonstration dog. Promoting the work of a hearing dog rests in Favour's paws and our supporters' magazine is later named after him. Four more dogs are chosen from rescue centres and training starts in Gill's home in Chinnor, Oxfordshire. The following year training moves to a builder's site cabin that is converted into Hearing Dogs' first proper training centre – this will be our base for the next four years.

Now: Although Tony Blunt retired as chief executive in 2002, Gill Lacey still works for the Charity as editor of its publications – including *Favour* magazine. The Charity has two training centres – The Grange in Buckinghamshire and The Beatrice Wright Centre in Bielby, Yorkshire – and employs 134 full-time and 53 part-time staff.

Volunteers

Then: It's 1987 and we recruit our first three volunteers, who will play a vital role by socialising the young dogs that we choose from rescue centres. By 1997 we also have 101 fundraising groups throughout the UK and Northern Ireland.


Now: Fast forward 30 years and we currently have around 950 volunteers who help socialise, walk and train puppies and young dogs from our own specialised breeding programme. Plus another 1,000 volunteers who help the Charity in many other important ways – our ratio of volunteers to staff is 10:1.

Celebrity ambassadors

Then: It's 1989 and we have our first engagement with actress and TV presenter Pam St Clement.

Now: Our loyal friend Pam St Clement continues to actively support Hearing Dogs and 28 years on became our first named ambassador. Other well-known

HAPPY BIRTHDAY!

 EVERYONE AT Hearing Dogs would like to wish Ella Rose from Lincolnshire a very happy 100th birthday on 20 April. Thirty years ago, Ella became the recipient of her first hearing dog, Fred, who lived to the ripe old age of 15. Sadly Ella's second hearing dog, Pip (below), died last year, aged 16 – that's 112 in dog years.



ALL
HEARING
DOGS, GREAT
AND SMALL



1983

Lady becomes the first hearing dog partnered with a deaf person. A further three dogs are trained for deaf people this year – making a total of four

1989

Spring, a Springer Spaniel cross Collie, is the 100th hearing dog



1993

Jess, an English Springer Spaniel, is the 200th hearing dog – we are training 30 dogs a year

1998

Beano, a Cavalier King Charles Spaniel, is the 500th hearing dog



faces include TV presenters Esther Rantzen, Tim Vincent and Ben Fogle, actor John Barrowman and TV vet Marc Abraham. These busy people generously donate their time to help promote the Charity in the media whenever they can.

Livery

Then: It's 1990 and Spring the 100th hearing dog is partnered with Pearl Withyman. He is the first hearing dog to wear a yellow coat – the Charity's first official livery; up until this moment there was no easy way to identify a hearing dog in public.

Now: The Charity's livery was changed to a distinctive burgundy colour in 1997. As well as the Hearing Dogs logo, it also carries the Assistance Dogs UK logo that unites us with fellow Assistance Dogs organisations, including Guide Dogs and Dogs for Good.



Partnerships

Then: In 1992 the Charity is 10 years old. Thirty new hearing dog partnerships are created this year. Jess the 200th hearing dog is partnered with Jacqui Danning the following year.

Now: Hearing Dogs is celebrating 35 years in 2017. We currently train 150 dogs a year and have trained more than 2,300 hearing dogs since 1982. Today we support 934 hearing dog partnerships UK-wide.

Sourcing dogs

Then: Between 1982 and 1999 most hearing dogs are mongrels and crossbreeds; former strays or unwanted pets from rescue centres. In 1998 the 500th hearing dog, a Cavalier King Charles Spaniel called Beano, is donated by a breeder following a nationwide appeal – it's becoming harder to source enough dogs suitable for training as hearing dogs from rescue centres.

Now: We have developed our own highly respected breeding scheme to meet the increasing demand for trained dogs. Experience has shown that Labradors, Spaniels, Poodles and some crosses of these breeds make the most reliable and successful hearing dogs.

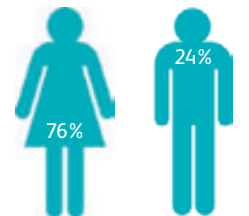
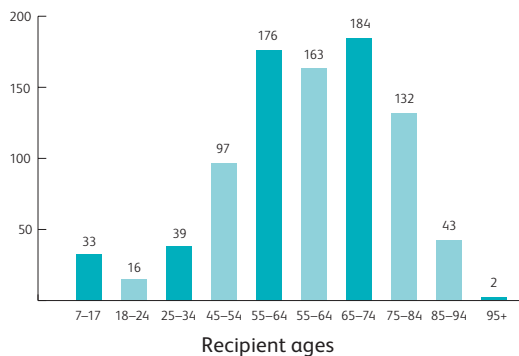
Website

Then: In 1997 Hearing Dogs goes online and launches its first website.

Now: Last year Hearing Dogs launched its third generation website.



HEARING DOG RECIPIENTS: THE STATS



76% of our recipients are female and 24% are male

2000

Chloe, a Border Terrier, is the 600th hearing dog



2002

Samson, an Italian Spinone, is the 800th hearing dog – he is one of the largest breeds we've ever trained. In 2002, we also trained one of our smallest breeds. Her name is Daisy and she is smaller than a steam iron



2004

Ria, a toy-type mongrel, is the 1,000th hearing dog

2014

Sookie, a Labrador, is the 2,000th hearing dog



2016-17

Chief executive Michele Jennings says, "We have trained 150 clever dogs in this financial year"

Gifts in Wills:

funding our past, present and future

Sophie and Rusty
are inseparable

Shake paws with...

RUSTY

🐾 **FAVOURITE FOOD?**

Sausages

🐾 **LOVES?** Tennis balls

🐾 **HATES?** Having his
tail brushed

🐾 **FAVOURITE WALK?**

Anywhere where there is plenty
of mud to jump in!

🐾 **LIKES TO SLEEP?** Stretched
out, taking up as much space
as possible

🐾 **FAVOURITE TOY OR GAME?**

Chasing tennis balls

🐾 **IS BEST FRIENDS WITH?**

Rita the Labradoodle

**“Everything changed
when Rusty came along”**

Opera singer Sophie was plunged into a world of isolation until Rusty bounded into her life – all thanks to the generosity of a gift in a Will

Gifts in Wills change a deaf person's life, as shown by the moving story of Rusty and Sophie, our Royal Canin Life-Changing Partnership of the Year 2016. Sophie, a talented musician, was on the brink of her professional opera career taking off when her hearing tragically deteriorated, eventually resulting in her losing the ability to hear and understand music altogether. When a bleak silence replaced Sophie's future, she began to withdraw from everything she loved, moved back into her family home; lost her job, her musical friends, her dreams and her independence all at once.

Sophie says: “As a child I had various ear, nose and throat problems. I was always

told I would grow out of it. But as I got into my later teenage years, my hearing began to deteriorate. Since then my hearing has deteriorated further, so now I don't have any understanding of music. It led to a lot of tears, and it was not an easy time.

“Music is in my heart”

“When people asked, ‘what do you do?’. I never knew what to say, because in my heart I'm a musician. In my heart I'm a singer. But now I can't do any of the things I used to do. The huge thing for my family to accept was me not performing anymore. That's been really hard for everyone.

“Everything changed when Rusty came. My mood – how can you not be happy

when you've got him to wake you up in the morning? I began to feel secure in the knowledge that he will let me know what's going on. His joy is contagious and he has given me that real fulfilment of life again.

“Rusty has become my positive focus. He has become my courage and strength. He has changed my life in so many ways, I would struggle to list them. I'm no longer worried at night – I sleep like a log as I know he will wake me up in the morning to the alarm. I don't have the same anxieties I had before I had him. I think people underestimate the effect these dogs have on your mental health – you can't be sad when Rusty's around. He is my best friend.

“Rusty needs me to be around to look after him, and I need him to be around to look after me. It is just such a special partnership. Rusty is a life-changer because he has completely turned my world upside down in a really positive way.”

Gifts in Wills

One precious gift, five amazing dogs

Meet Bill (*pictured, right*). He's a lovely blue roan puppy, alert, inquisitive – everything a hearing dog pup should be. Bill isn't just special because he's cute – although he undeniably is. He's not just special because he's going to transform the life of a deaf person – which he almost certainly will. Bill is also special because he's being trained as part of a gift in a Will to Hearing Dogs.

We're investing this gift towards the naming, training and lifetime support of five puppies – Bill and four of his siblings. That's five deaf people who will regain their independence, or learn how to be confident again, through the loyalty, love and support of a hearing dog.

But it's not just about the deaf recipients. It's also going to help the people around them, their friends and family, colleagues,

neighbours, their entire community. Five pups, five people, five communities. It's an astonishing legacy to leave behind.

A vital part of our work

Gifts in Wills are hugely important to us. Over half our hearing dogs are trained thanks to these gifts, of which we receive around 250 each year. They can range from relatively small amounts to substantial figures, but given that we receive no government funding, every gift is extremely precious no matter what its size.

If you're thinking of writing or changing your Will, it's very easy to do. We always recommend talking to your solicitor about leaving a gift, but to find out more, please contact Steve Heyes on 01844 348133 or email legacies@hearingdogs.org.uk



DID YOU KNOW?

- 🐾 Over half our dogs are trained thanks to gifts in Wills
- 🐾 The largest gift we ever received was over £900,000, while the smallest was £20
- 🐾 The most unusual gift we ever received was a pair of diamond earrings, which we auctioned to raise funds

“I’ve had the gift of three dogs”

Introducing Margaret Tillyer, who has enjoyed the assistance of a hearing dog for 32 years – longer than anyone else in the UK

“Losing my hearing had meant giving up my job as a health visitor. Suddenly I had a lot of time on my hands, but didn't want to go out and meet people. My husband was out at work so I was spending 10 hours a day totally on my own.

“My hearing therapist suggested I apply for a hearing dog. I was partnered with my first hearing dog Alfie, a Terrier-type mongrel, in 1985. Public perceptions and attitudes have changed a lot. Before I had Alfie, people would often speak to the person I was with rather than me. This made me feel ignored and unimportant. Having Alfie in his yellow Hearing Dogs livery really helped people to know I was deaf and they were much more understanding.

“I’ve loved all my dogs for their individuality and support. Alfie was a great worker, but quite an independent little chap. He came from a rescue centre so no one could be sure how old he was. When Alfie retired I was partnered with Ben – another rescue mongrel with a gentle nature. I remember feeling so safe with Ben. After he retired I was

“EACH HEARING DOG HAS HAD THEIR OWN ENDEARING LITTLE CHARACTER”



given Teasel, my current dog. Teasel is a toy-type crossbreed and real character. He's now 11 and losing his hearing. I think he is looking forward to his retirement and I'm certainly looking forward to my fourth hearing dog.

“They've all been trained to do the same job, but each has had their own endearing little character. I can't wait to get to know my next hearing dog – and I hope he will follow in Alfie, Ben and Teasel's special pawprints and love me as much as I'll love him.” 🐾



“Ayla has made me visible. I don’t feel like I’m drowning at sea any more”



Hannah and Ayla receive their award from TV's Dr Sarah Jarvis

Splendid Spaniels

Caring, clever and cracking company, Cocker Spaniels are one of the best breeds to train as hearing dogs

Hardworking Cocker Spaniels love having a job to do so they find their hearing dog training really rewarding. They are highly intelligent, driven and adore human affection and company, plus their playful yet attentive nature makes them ideal for families with children. This breed also loves routine, so is perfect for a working deaf person.

Hearing dog Ayla encapsulates these Cocker qualities, and her skills and caring

nature helped her and recipient Hannah Baker win the very first Specsavers Lifeline Award at the Hearing Dogs Awards last year.

Struggling for many years with her mental health, 31-year-old Hannah tried to take her own life on more than one occasion. Tragically she believed this was the only way out and that there was no hope for her future.

Glen Bird, Hannah’s father, says: “I spent 25 years as a police officer helping other people and I couldn’t even

help my own daughter. I was powerless. I could see the issues and I could understand the problems but I couldn’t do anything about it. And that’s the hardest thing for a father to cope with.”

Lonely and isolated

Hannah says: “Being deaf is very isolating because it’s an invisible disability, so people don’t identify it straight away in order to help you. Often you have to get yourself into potentially dangerous situations before people around you realise that you need additional support or help.


“I think my low was when my husband was away, and I actually found myself with my hands on bridge railings about to climb over to throw myself off. Very quickly my family knew something wasn’t right. Eventually we got the diagnosis that I had borderline personality disorder.”

In January 2015, Hannah was partnered with Cocker Spaniel Ayla.

Shake paws with...



AYLA

-  **Favourite food:** Cheese, chicken and raspberries
-  **Loves:** Tennis balls, chasing squirrels and belly rubs
-  **Hates:** Going to the toilet in the rain
-  **Favourite walk:** Catching the water taxi to her favourite beach, or going to the local park near work – to chase squirrels!
-  **Likes to sleep:** Near her human, be that on the sofa, bed, floor...
-  **Favourite toy or game:** Tennis balls! Plus her cuddly duck at Mum's place of work and at home it's her teddy bear
-  **Is best friends with:** Daddy! She sits next to him and watches him play guitar – a lot!

She bounded her way into Hannah's heart and the pair quickly became inseparable as Ayla started to turn Hannah's life around.

Ayla was a lifeline

Hannah recalls: "Knowing that I was going to get a hearing dog was one of the best feelings in the world. I knew it was going to be a game changer, I knew it was going to be life-changing but even to this day I underestimated how much.

"My confidence in myself has got to the point now where I can think about having children whereas before I didn't feel safe in my own home – I've left things to cook and burnt them, I've set fire to the kitchen so many times. But now having Ayla there I can think about being a mum and having a family of my own.

"I no longer feel like a shadow or a nobody, I've got an identity and I'm happy with it. For me Ayla has been a lifeline. She's pulled me back on track and put me back on the map. She has made me visible. I don't feel like I'm drowning at sea any more.

"When the going gets tough Ayla gets going, and she will pull me through."

How Ayla measures up


We asked Hannah how her hearing dog Ayla's character compares with the recognised breed characteristics of Cocker Spaniels...

Love having a job to do, they find their work and training really rewarding

"Ayla loves to work! She is never happier than when she is wearing her uniform: her confidence is sky-high and she is eager to tackle whatever challenges come her way. Even off-duty it is hard to tell her to relax. She is currently undergoing training to become an accredited demo dog as well as a working hearing dog, so she'll have plenty to do."

excellent playmate, happy to be silly and play whenever the time is right."

Love routine, so perfect for a working deaf person

"Ayla is the best co-worker you could have. She wakes you up in the morning, she is easy-going, adaptable to quick-changing scenarios and settles easily when needed. She's been on trains, London Underground and boats, attended public speaking events and gone to many crowded meetings. Even after two years with her I'm amazed at how well she copes and how confident she can be." 

Highly intelligent and driven

"Ayla can be so clever at times that we give her additional commands such as 'roll over' and 'high-fives'. She can even bring you a toy by name – and she's got a lot of toys! When she isn't working she can get bored so we always strive to keep her busy by doing some training or setting her dog puzzles where she has to work out how to open flaps and slide doors to get treats."

DID YOU KNOW?

The Duke and Duchess of Cambridge own an English Cocker Spaniel called Lupo

Adores human company and affection

"Ayla is definitely a people dog. She loves saying hello to people and is very popular in her office where she always greets people – usually with a toy in her mouth! She often stays very close to me and is found snuggling with us whenever she is able. As much as she loves treats, she loves hugs even more."

Playful and attentive, a great addition to a family with children

"Since joining us, Ayla has definitely become a member of the family in her own right. She can be very gentle and tolerant with children and still works beautifully, even when surrounded by distraction and noise. She is also an



Hannah, husband Matthew and Ayla



RUFF GUIDE

Whether it's your first holiday or an annual trip, our handy checklist details what to pack in your dog's travel bag

1

COLLAR, LEAD, COAT AND ID

A spare collar and lead are useful but an ID disc is more important. You could even get a special disc engraved with the phone number of your accommodation. It is now a legal requirement for all dogs in the UK to be microchipped so make sure that the firm holding your data has up-to-date mobile telephone numbers.

2

Dog coat

If it's rainy, a lightweight jacket to pop on your pet will mean you don't have quite such a sodden dog to dry off. Incidentally, if you opt for a camping holiday, it can sometimes be very cold at night and a coat will help to keep your central-heating acclimatised dog warm.



3

Documents

Make a note of important phone numbers and local contact information including: your pet insurance details, your microchip registration company as well as the nearest veterinary surgery. Write down or print off a route plan and mark the places you can stop for a comfort break – you should aim to do this at least every two hours.

4

FAMILIAR BEDDING

A familiar bed and toys from home will help your dog settle into your holiday accommodation. Bedding and blankets that smell of home will be a comfort to dogs that are a little anxious about travelling somewhere new.

5

Food and water

As well as a food and water bowl, take enough of your dog's regular food for the whole of your stay – you may not be able to buy this where you are staying, and sudden changes can cause tummy upsets. If you use canned food which doesn't have a pull top, take a can opener too, plus a fork to scoop it out. A special non-spill water bowl is useful for the car. Pack a plastic bottle which you can refill with water each day and a collapsible bowl to pour it into.

6

POO BAGS

Eco-friendly are best. Take plenty; from the point of view of space saving and ease of carrying around, nappy bags make a good alternative.



7 Towels

Pack plenty of towels, so you can dry off any wet, muddy coats and paws before taking your dog indoors; just because it's not your floors he'll be trampling on doesn't mean you shouldn't bother!

8 FIRST AID KIT

It's always sensible to have at least a basic first aid kit with you. If you are going to be in an area where ticks are a problem, talk to your vet before you travel. Don't forget to include any ongoing medication.

9 Sun shades

Cars can get unbearably hot when parked in the sun. Shades will help to keep the temperature down; park in a shady area as well when possible. Never leave your dog in the car. Cars heat up fast, which can cause severe distress or even prove fatal.

10

Settling in kit



Interactive toys with tasty treats inside can be useful for keeping your dog occupied (www.kongcompany.com/en-uk). If you have a dog that takes longer to adapt to new things, maybe pack a pheromone support product such as Adaptil (www.adaptil.com/uk).

Safety first

Fasten your seatbelt harness

Make sure your dog's usual carrier, dog guard or seat belt harness is ready for action. A good travel harness that can be used with a seat belt or a dog carrier is a must. If you are driving, rule 58 of the highway code states: when in a vehicle make sure dogs or other animals are suitably restrained so they cannot distract you while you are driving or injure you, or themselves, if you stop quickly.



We're MedicAnimal – a one stop shop for all your pet needs. Visit us for a fantastic selection of top brands, along with free delivery on orders over £29.



MedicAnimal is proud to be sponsoring the Great British Dog Walk.





“ROWAN MAKES ME BRAVE AND HAPPY”

Auditory neuropathy left Kaitlyn isolated and afraid – then hearing dog Rowan came along. Now the sky’s the limit for the award-winning duo

Kaitlyn and hearing dog Rowan make such a great team that they won the Young Partners Award at the Hearing Dogs Awards in November 2016.

Kaitlyn was born prematurely at 26 weeks and weighed less than a bag of

“SHE’S LIKE A DIFFERENT LITTLE GIRL. SHE HAS JUST COME ON IN LEAPS AND BOUNDS FROM THE SHY CHILD THAT I FIRST MET”

sugar. Among other health difficulties, she was profoundly deaf. She was diagnosed with auditory neuropathy, which means that while the inner ear or cochlea receives sounds normally, she has an issue with processing those sounds.

Her father Phil says: “Kaitlyn was really poorly when she was first born and spent a lot of time in hospital. We knew there were going to be problems as she was profoundly deaf so couldn’t hear anything at all.




“We have always been worried about Kaitlyn’s deafness and what it might mean as she grows up. Although she appeared happy, lots of things frightened Kaitlyn when she was younger.”

Along came Rowan

Phil continues: “When you see your child struggling, isolated and just finding life so difficult, anything that comes in and changes that is going to have such a

Quick facts

ABOUT AUDITORY NEUROPATHY

-  Auditory neuropathy is a hearing disorder where the sending of signals to the brain from the inner ear is impaired. It can affect someone from birth, and it can also develop later on in life, in childhood or adulthood.
-  Someone who has auditory neuropathy may have hearing loss ranging from none to severe, but in all cases, they struggle to understand speech clearly. Other effects include sound fading in and out of focus, or seeming to be out of sync with other sensory information such as visual information.
-  The underlying causes of auditory neuropathy are unknown. One suggestion is that it is caused by faulty connections (synapses) between the hair cells that detect sound in the inner ear and the nerves that carry information to the brain, meaning that both sets of cells are working otherwise normally, but the signal is being ‘scrambled’ as it passes from the hair cell to the neuron.

Shake paws with...



ROWAN

Favourite food? Favourite snack is carrots (seriously!) and she eats Royal Canin Maxi

Loves? Kaitlyn (of course!) and carrying soft toys and tennis balls

Hates? Hmm... thinking about this one... well, we don't think there is anything, unless you count her reluctance in allowing Kaitlyn to leave for school!

Favourite walk? The beach at Cresswell/Druridge Bay. There is a huge beach she can run free on and the sea is always inviting to her, no matter how cold it is. She really missed it while her foot injury was healing last year

Likes to sleep? In her bed next to Kaitlyn's and anywhere that the sun shines!

Favourite toy or game? Her treat ball!

Is best friends with? Kaitlyn and her brown Labrador friend, Tay



Rowan has had a big impact on the whole family

big impact. Before Rowan, we just didn't know what we were going to do next and we were all just very, very tired. When Rowan came bouncing in she made a massive difference to everybody. It's like we had two different lives: before and after Rowan."


Hearing Dogs' Partnership Instructor Hayley Birks has looked after the pair since they were first matched and she has seen a huge change in Kaitlyn.

"It's just been amazing – over the past three years there's been such a difference. Kaitlyn has got so confident and her personality is completely different.

"She's like a different little girl. She's happy to be asked questions, happy to go into shops on her own, and happy to get things done on her own. She has just come on in leaps and bounds from the shy little girl that I first met."

Talking about her best friend, Kaitlyn says: "Rowan looks after me. She tries to make me happy whenever I get sad. She gets worried if I get sad or hurt, because she cares about me and I care about her.

"She helps me to be brave and happy, she helps me get to sleep at bedtimes and makes me not scared of anything.

"I would say that Rowan is my best friend. As long as we know each other we'll never break each other's hearts." 

More real-life stories

To read more inspiring real-life stories and find out about the work we do, visit our website: www.hearingdogs.org.uk

CAN YOU HELP?

To provide more hearing dogs for young people like Kaitlyn, go to www.hearingdogs.org.uk/donate

LIVING WITH AUDITORY NEUROPATHY



Various types of hearing aids can improve sound transmission to the brain, helping people to understand speech and therefore encouraging speech development. These can be regular hearing aids, an FM system that transmits sound from a microphone to the ear or cochlear implants. In addition to hearing aids, communication aids may be suggested as well. This can include signing using

Makaton® or British Sign Language and/or lipreading. Children with auditory neuropathy will require regular check-ups and repeated tests to monitor symptoms.

See more

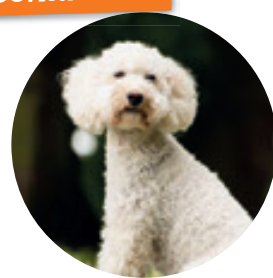
To watch an interview with Kaitlyn and her family, see www.youtube.com/HearingDogs1, where you'll also find lots of videos about our inspiring work.



Kids corner



Contact us!



TALL TAILS

➔ Send all your funny captions, stories and pictures to:

kidscorner@hearingdogs.org.uk

Whether it's baking a doggy cake, telling jokes or putting the 'fun' into fundraising, we've got plenty of inspiring activity ideas and stories

Max and Chloe become TV stars

We asked young hearing dog recipient Max about his experience filming for *BBC Children in Need*

What was it like being the stars of the show?

It was exciting and I'm glad to share the limelight with Chloe.

What were the film crew like?

Very energetic!

What did Chloe have to do?

She had to demonstrate her training to show how she helps me. She also had to run around having fun with me, like we do.

Why was it important to you to do the filming?

Because I thought going on *BBC Children in Need* would be a big accomplishment.

Did anyone recognise you after the programme?

Yes, I still get people coming up to me now.



Prep: 20min
Cook: 40min
Ready in: 1hr

Dog-friendly birthday cake

Hearing Dogs will be celebrating 35 years in 2017. Here's the delicious dog-friendly birthday cake we'll be baking to share with our wonderful hearing dogs...

Ingredients

- 1 egg
- 65g 100% pure smooth peanut butter
- 60ml vegetable oil
- 1tsp vanilla extract
- 60g runny honey
- 135g grated carrots
- 1 apple, puréed (peel, remove core and pips; slice and cook in a little water until soft)
- 120g wholemeal flour
- 1tsp bicarbonate of soda

Method

- Preheat oven to 180°C/Gas 4. Grease a ring cake tin or medium square tin.
- Combine the egg, peanut butter, oil, vanilla and honey in a large bowl; blend well. Stir in the carrots and apple; mix thoroughly. Sift together the flour and bicarb and fold

into the mixture. Spoon cake mixture into prepared tin.

- Bake in preheated oven for 40 minutes. Let cake cool in pan for 10 minutes, then turn out onto a cooling rack to cool completely.

- To decorate, spread the top with 100% peanut butter and fresh carrot batons.

Paw-some puns!

🐾 "I know a dog called Minton who swallowed a shuttlecock. I call him bad Minton!"

🐾 "It must be raining cats and dogs because I've just stepped on a Poodle!"

Noah's epic journey

Keen cyclist Noah raised funds for us with a sponsored cycle

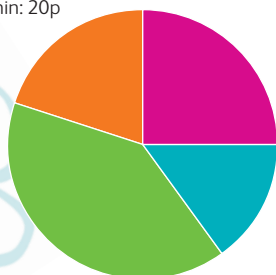


Noah Morley (pictured left), aged eight, completed a sponsored cycle for Hearing Dogs in August last year. He explains: "Mummy has done sponsored bike rides and I wanted to do one too. I chose Hearing Dogs as my grandparents are puppy socialisers and because it makes a real difference!" Noah cycled three laps of Grafham Water in Cambridgeshire, about 30 miles in total. Mum cycled with him and they stopped for refreshments at the end of each lap. Noah says: "I really enjoyed the ride. Thank you for all the donations so far!" (£610.34.) To donate, please visit: www.justgiving.com/fundraising/Noahmorley

Every penny counts: how each £1 is spent on our areas of work

- 🐾 Training and welfare: 25p
- 🐾 Breeding and socialising: 15p
- 🐾 Matching and partnership, aftercare and support for life: 40p
- 🐾 Fundraising and admin: 20p

80p in every £1 goes to our dogs and their deaf recipients.



My Life features Joe and Travis

Joe Stock tells us about his hearing dog and the thrill of starring in CBBC's *My Life* programme

Were you nervous or excited?

I was excited. I was looking forward to my friends seeing it and feeling like a mini-celebrity. I was also looking forward to meeting Charlie from the TV production company because he is deaf like me and he has a really good job and I felt that would be a very positive influence for me.

How long were you filming for?

Filming took place over five months. The same team came back to our house on a number of occasions to do the filming, as well as meeting us to film at the Hearing Dogs centre in Princes Risborough and at Birmingham Orthopaedic Hospital.

What was it like being the star of the show?

It felt like a dream being the star of a TV show about me. It has helped me to come to terms with everything that has happened to me in my life. I feel a lot more positive about the future because of it.



What did you have to do?

They came to our house and put microphones on us. We talked about the cancers and the treatment I have received, about my hearing loss and my anxiety and the difference that Travis would make to my life. I used to be very worried about the future and I would have bad dreams, but I knew that having Travis sleeping in my room would help me feel safe and settled.

Tell us about Travis...

Travis is an adorable Golden Retriever. He is really kind, soft natured and very patient. He walks at the exact speed I can manage with my titanium leg. He loves to rest his head on us when we are sitting down and he hypnotises us with his beautiful brown eyes.

What does Travis mean to you?

Travis means everything in the world to me. He's the special friend that I've never had.

Shake paws with...



CHLOE

- 🐾 Favourite food: Everything
- 🐾 Loves: Max and food!
- 🐾 Hates: Waiting for dinner
- 🐾 Favourite walk: In the local park
- 🐾 Likes to sleep: Next to Max's bed
- 🐾 Favourite toy or game: 'Go crazy!' (running around the garden)
- 🐾 Best friend: Max



TRAVIS

- 🐾 Favourite food: Treat bars
- 🐾 Loves: Rolling in mud!
- 🐾 Hates: The sound of our Hoover
- 🐾 Favourite walk: In the park
- 🐾 Likes to sleep: On cool kitchen tiles
- 🐾 Favourite toy or game: Hide and seek
- 🐾 Best friend: Monty, the Welsh Spaniel who lives next door

 JOIN THE FUN!

The Great British Dog Walk



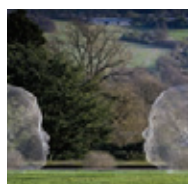
BOOK YOUR PLACE

Visit www.greatbritishdogwalk.org for details of each walk, including distance, time and facilities



Support Hearing Dogs for Deaf People by joining us on a Great British Dog Walk at a beautiful location near you...

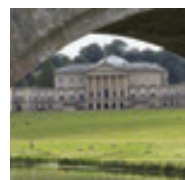
Find your nearest walk



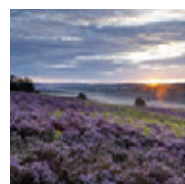
Yorkshire Sculpture Park
WAKEFIELD, YORKSHIRE
SUNDAY 2 APRIL



Ickworth
BURY ST EDMUNDS, SUFFOLK
SUNDAY 7 MAY



Kedleston Hall
DERBY, DERBYSHIRE
SATURDAY 20 MAY



Foxbury Common,
NEW FOREST, HAMPSHIRE
SUNDAY 21 MAY



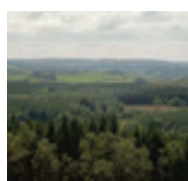
Margam Park
PORT TALBOT, WALES
SUNDAY 9 APRIL



Whilee Windfarm
GLASGOW, SCOTLAND
SUNDAY 7 MAY



Stowe
BUCKINGHAMSHIRE
SUNDAY 4 JUNE



Gisburn Forest
GISBURN, LANCASHIRE
SATURDAY 22 APRIL



Lyme Park
STOCKPORT, CHESHIRE
SATURDAY 13 MAY



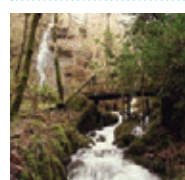
Haddo House & Country Park
ELLON, SCOTLAND
SATURDAY 10 JUNE



Hughenden Manor
HIGH WYCOMBE, BUCKINGHAMSHIRE
SATURDAY 22 APRIL



Ightham Mote
SEVENOAKS, KENT
SATURDAY 13 MAY



Canonteign Falls
EXETER, DEVON
SUNDAY 11 JUNE



Windsor Great Park
WINDSOR, BERKSHIRE
SATURDAY 29 APRIL



Wimpole Hall
ARRINGTON, CAMBRIDGESHIRE
SUNDAY 14 MAY



Belvoir Castle
GRANTHAM, LEICESTERSHIRE
SUNDAY 18 JUNE

Registration for most walks: 10am. See website for local details.

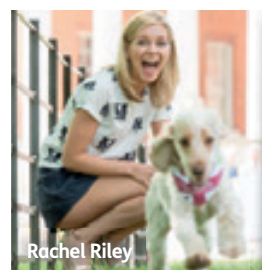
“Events like this mean the Charity can raise more funds to help deaf people”

Star supporters go walkies

Countdown star Rachel Riley and hearing dog Cockerpoo pup Bilbo launched last year's Great British Dog Walk at the National Trust's Osterley Park in West London.

“It was lovely to see so many local people with their dogs supporting such a wonderful charity,” said Rachel. “Hearing Dogs make such a difference to the lives of deaf people, and the Great British Dog Walk is a great opportunity for more people to learn about the work they do.”

Chris Packham joined us on a Great British Dog Walk in the New Forest. He said: “What a place and what a day! Events like this mean the Charity can raise funds to help more deaf people so I was delighted to be part of the day.”



Rachel Riley



Chris Packham

Why not join us?

- 🐾 Choose a dog walk near you
- 🐾 **Everyone welcome – with or without a dog**
- 🐾 Picturesque locations
- 🐾 **Free doggie bandana for every booking**
- 🐾 You can meet working hearing dogs
- 🐾 **Fun and educational activities for kids**
- 🐾 Stalls with gifts and refreshments
- 🐾 **Bring a picnic and your dog-loving friends**

WIN A FOREST HOLIDAY BREAK



EVERYONE WHO SIGNS up for a Great British Dog Walk will have a chance to enter a free prize draw to win a three-night break kindly donated by Forest Holidays. In addition, readers can SAVE 10% off a cabin booked with Forest Holidays by using the discount code HEARINGDOGS (book before 31 December 2017, holiday to be taken by 31 December 2017. T&Cs apply, see www.forestholidays.co.uk). The code also allows up to four dogs to go free (usually £10 per dog, per night). What a great saving!



MedicAnimal is the paw-fect sponsor for The Great British Dog Walk!



Hello, we're MedicAnimal – a one stop shop dedicated to helping you safeguard your pet's health and happiness for life. We do this by providing you with affordable care options, quality supplies and friendly, thorough advice about all things furry. Pleased to meet you!

Our commitment to charity is part of our lifeblood, and one of the founding principles of our business when we were set up back in 2007 by Ivan and Andrew. It only makes sense to us that we should aim to help as many animals as possible, not just those owned by our customers, so we do this by supporting charities and animal welfare groups across Europe.

This year, we couldn't be more proud to be sponsoring The Great British Dog Walk 2017 in aid of Hearing Dogs for Deaf People – a charity which is very close to our hearts. We started raising funds for Hearing Dogs two years ago and since then we've come a long way together – quite literally, in fact, with one of our employees running a truly staggering 843.1 miles in order to raise over £10,000, including 156 miles across the Sahara Desert and 100 miles with induced deafness – see page 4!

Hearing Dogs has also been our charity of the month, and alongside donations we've done what we can to spread the word to our customers about the incredible and important work they do each day.

With the support of our customers, our goal is that each year we'll help more animals than we did the last, so we can't wait to see what 2017 will bring!



Big steps for small paws

At eight weeks old, our pups leave their mums and start the next stage of their journey to become hearing dogs

Once a hearing dog puppy is around eight weeks old, they leave their mum, siblings and the brood bitch holder's home and come to the Hearing Dogs training centre, The Grange, in Buckinghamshire.

Our adorable pups meet their puppy socialising volunteer, who teaches them everything they need to master before they start their soundwork training.

But before we send them on the next step of their journey, hearing dog puppies stay at The Grange for a day or two so we can get them ready – we promise it's not just an excuse for lots of cuddles!

Flying the nest

Our hearing dog puppies tend to fly the nest at eight weeks old. Don't worry, puppies generally don't mind leaving their mum or siblings. Most hearing dog mums

are fine with their puppies leaving, too. When the puppies are at home, mums are only allowed in the garden and not on walks, so they are happy to get out and about again.

The ones who suffer the most when the puppies go are their human mums. Most of these lovely volunteers shed a tear or two when they see the pups move on, but they are happy to have been such an important part of so many hearing dogs' lives.



WHAT IS A PUPPY ONE STAR?

The first stage of training a hearing dog puppy must pass is a Puppy One Star – and it's very much like preschool for us humans. Although they learn some basic

obedience training, we really focus on their social development and making sure they're on track to becoming a relaxed, confident and happy dog at this stage.

In this Star, puppies will learn how to play nicely, explore their senses, meet new people and puppies, and learn basic commands such as 'sit' and 'wait'.



The puppies stay at The Grange for a day or two

VOLUNTEER WITH US

Could you look after a hearing dog mum?
Find out more at
www.hearingdogs.org.uk/volunteer

When the new puppies arrive at The Grange their brood bitch holder will take them to our puppy reception – sometimes their mum comes along, too. We give them a chance to have

“They get to know one another before they drive off into the sunset”

a run around and a little play in their new surroundings. This also gives the brood bitch holder a chance to hand over to the breeding scheme team. They can point out if any of the pups have characteristics that might need to be monitored – like those who aren't too keen on car journeys or are quite partial to shredding newspapers.

Hearing dog puppies usually stay with us for a day or two before they leave with their new puppy socialising volunteers. First our welfare team will give them a quick health check. This is also when the pups are microchipped and vaccinated.

We try to continue as much of the puppies' routine as possible and this usually revolves around waking up, toileting, feeding, playing, sleeping and then repeating this about four times a day!

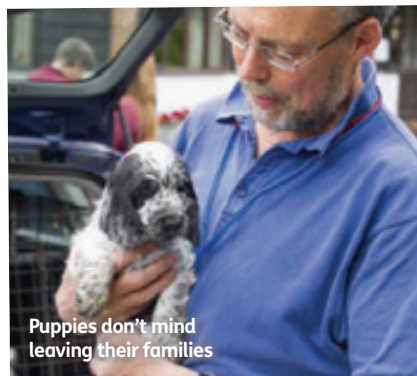
The pups also get their first taste of stardom during this visit as one of our fantastic photographers will get the chance to take some pictures of the litter.

New families

Now the puppies are ready to start the next leg of their hearing dog journey – leaving The Grange with their puppy socialising volunteer. They will stay with their socialisers for up to 16 months and will get most of their obedience training from them – like the 'sit' and 'down' commands – as well as getting used to different environments such as towns, parks and shops when they're older.

If a puppy socialiser has any other dogs in their home, we run a quick assessment to make sure they are happy for a lively puppy to join them.

The puppy socialiser comes to The Grange on the day of the handover. We run through what is required, complete any paperwork and explain first-night guidelines. Then they meet the puppy for the first time. They are given a chance to play and get to know one another before they drive off into the sunset. We will visit the socialiser's home a few days later to make sure the pup is settling in well, and soon they will be visiting us every week for puppy classes. We always look forward to seeing them again. 🐾



Puppies don't mind leaving their families



WINNER:
DESMOND WILCOX
VOLUNTEER OF THE
YEAR AWARD

Jean Todd
and Petal

'PETAL CAME TO SEE PHIL IN HOSPITAL'

Our worthy winner of the 15th Desmond Wilcox Volunteer of the Year award is Jean Todd, with heartfelt remembrance of her late husband Phil.

Jean and Phil joined our Beatrice Wright Centre as bed and breakfast volunteers, quickly becoming involved in other activities too. The loss of Phil, who passed away in May last year following a 10-year battle with Parkinson's, was felt across the entire organisation.

Jean says: "Volunteering is extremely important to me because I realise that I can give back to society. It was Phil who introduced me to Hearing Dogs. One day he said to me completely out of the blue: 'I'd like to get involved with Hearing Dogs for Deaf People' and the rest is history."

"Phil had lived with Parkinson's for 10 years. Usually people would tend to step back into the shadows but Phil believed so much in Hearing Dogs that he wanted to step forward and do whatever he could."

"Everything was going well with our volunteering, and more recently we had been looking after Petal the Poodle. She was Phil's constant companion. Then Phil fell ill, in fact he was very ill. He went into hospital and was there for six weeks before passing away. Petal came to see him in hospital. He really appreciated the visit, it was fantastic and did him the world of good. To the end, he said, 'the dog is here'."

"He was so proud when we received the Volunteer of the Month Award in February. He was just so proud to be a part of it all. To the end of Phil's life, wonderful memories of Hearing Dogs stayed with him."

Ask the experts



Meet the expert



JILL HIPSON

→ Jill is the BSL teacher at Hearing Dogs, teaching Levels 1-3. She also teaches deaf awareness to our volunteers.

Businesses have the power to prevent people with disabilities from feeling locked out. **Jill Hipson** shares her advice

DID YOU KNOW?

Over 7,000 disabled people in the UK rely on an assistance dog to help with practical tasks



"Can I help you?"
Communication is one of the biggest hurdles deaf people face

What's the number one thing that assistance dog owners appreciate?

Being welcomed rather than challenged when they take their dog into a venue. Communication is an essential skill for us all. But it is one of the biggest hurdles deaf people face; it causes great anxiety and lack of confidence when out and about, meeting and interacting with people. When someone is already anxious about communication, being challenged when taking their hearing dog into a business premises can have a long-lasting impact on their confidence. The

natural reaction is to leave and take their custom elsewhere. So a warm welcome is a sure way to secure repeat custom.

Does staff training have an impact?

Deaf and disability awareness training has a massive impact on the experience of deaf or disabled customers. When staff don't know what to do this can come across as abrupt or even rude. Shockingly, 69% of deaf people with hearing dogs say they have experienced poor customer service, been made to feel embarrassed or have even been refused



Staff training can make all the difference

entry, despite the equality and human rights legislation that supports them.

How can small businesses afford to invest in training and equipment to help disabled and deaf people?

Perhaps we should turn this question around and ask: 'Can small businesses really afford not to?' Happy customers who feel valued will come back. Returning customers mean business – they're likely to spend more money. They will tell others about your business and statistics show people are highly influenced by personal recommendations.

Turning down background music in shops can help people with even the mildest hearing loss. Improved lighting not only helps people with hearing loss (making it easier to lipread), but also helps people with visual difficulties.

Making information accessible, in plain English and easy to navigate helps everyone.

What does the law mean about making reasonable adjustments and 'providing a service that's fully inclusive and does not exclude deaf, disabled or older people'?

Some people need extra assistance to be able to live a full life and do all the things others take for granted. For deaf people, this means granting access to their hearing dog. It can also mean making sure that podcasts on company websites are subtitled; that supermarket checkouts have text prompts, as well as an automated voice announcing 'unauthorised item in the bagging area'; or simply being prepared to write things down for a deaf customer and being patient if they need more time.

When is a good time to think about inclusion for disabled people?

Get it right from the start! I had a bad experience visiting a large museum recently: it was wonderfully interesting, but access issues hadn't even been looked at. There were audio exhibits, but no subtitles or text to read. The staff were not deaf-friendly and made no effort to communicate with me. My husband, who has a visual impairment, had problems with one area of the museum because it was dimly lit. There were stairs instead of a ramp in the middle of the museum and the pathways were all gravel, rendering

“Being challenged when taking a hearing dog into a business can have a big impact on confidence”

them inaccessible to wheelchair users or people with buggies. The final straw was that this 'dog-friendly' museum did not allow people who had brought their pets along into any of the museum's buildings. It was pouring with rain and each building had a row of miserable dog owners standing outside holding their dripping wet pooches while their other halves went round the exhibits!

Can making these changes really benefit my business financially?

By 2020, 50% of the population will be aged over 50. The baby boomer generation collectively owns nearly £500 billion of the UK's assets. The value of the 'purple pound', as the collective spending power of disabled people is known, is estimated at £80 billion.

Making sure that your business premises and services are accessible to all will encourage these groups to give you their custom. 🐾



Samantha picks up the Open Doors Award

WINNER:
OPEN DOORS
AWARD FOR
ACCESSIBILITY

A WINNING WELCOME

🐾 **PREMIER INN** WON the Open Doors Award for accessibility at the Hearing Dogs Awards 2016. The hotel chain was nominated by deaf telephone engineer Ian Finney – along with his hearing dog Cinders – for the warm and practical welcome it offers deaf people.

Ian says: “You can go into any Premier Inn across the UK and know that your hearing dog will be welcomed. It's part of a wider package; for example, the hotels have strobe lights linked to the fire alarm and a deaf guard system to place under the pillow, which shakes you awake if the fire alarm goes off. The rooms also have very good subtitled televisions, so you don't have to worry about the volume disturbing people in the next room. Thank you, Premier Inn, for a good night's sleep!”

Samantha Fensome, accessibility co-ordinator for Whitbread Group, which owns Premier Inn, attended the awards ceremony, where a film about the assistance the hotel offers deaf people was shown as an example of good practice. She says: “We're delighted that our work on accessibility is being recognised. We ensure all of our team members receive disability awareness training and we regularly update our information. We also have a document that shows working dogs in their coloured harnesses so our teams are aware of which assistance dog a customer has with them.”



TOP TIPS FOR BUSINESSES

Here's how to make your organisation more accessible to customers with assistance dogs

- 🐾 Display the ADUK* sticker on your entrance doors and at key information points
- 🐾 Smile and say hello to customers with assistance dogs to make them feel welcome
- 🐾 Teach staff how to recognise an assistance dog
- 🐾 Include deaf and disability awareness training as standard for all staff and security
- 🐾 Identify the disability by the dog's livery – each member
- of Assistance Dogs UK has an identifiable harness or coat colour
- 🐾 ADUK members have the ADUK logo on their livery and owners may also produce an ADUK identity book.

*Assistance Dogs UK is a coalition of accredited assistance dog charities

STAY IN TOUCH: 🐾 twitter.com/HearingDogs 📺 facebook.com/hearingdogs 🖱️ www.hearingdogs.org.uk



DID YOU KNOW?

Beth participated in the ninth and final series of *Dancing on Ice*, paired with skater Lukasz Rozycki, in 2014

Close-up with...

BETH TWEDDLE

➔ As Britain's greatest ever female gymnast, Beth has helped to reinvent the sport. Her achievements include being an Olympic Bronze medallist, a triple World Champion, a six-times European Champion, a Commonwealth Champion and seven-times consecutive National Champion. In 2010, Beth was appointed MBE and although she retired in 2013, she is still very much involved with her sport, as a director and ambassador for Total Gymnastics, as an ambassador for the Fédération Internationale de Gymnastique and as a broadcaster for the BBC.

Paws for coffee...



Team GB's greatest ever gymnast **Beth Tweddle** explains why her idea of heaven is our Great British Dog Walk

Are you a tea or a coffee person? I don't drink either coffee or tea, I prefer juice! Apple or mango are my favourite.

How would losing your hearing impact on being a gymnast?

Losing my hearing would have a huge impact on my life and I would definitely have to rely heavily on the support of my amazing family and friends. I guess it would also have had an effect on my gymnastics, especially on my floor routine, as I wouldn't have been able to hear the floor music. I can't imagine the London Olympics in 2012 without being able to hear that unbelievable crowd in The O2 Arena.

Did you grow up with family dogs?

We had a dog from when I was about 10 years old. My parents currently have a Golden Retriever cross Labrador called Bonnie and she is completely adorable.

What is your favourite dog breed?

I don't think I could possibly choose! I have grown up with Labradors and Retrievers but I get distracted by any type of dog. I love all dogs and my friends and family laugh because as soon as I see one they know they have lost my attention entirely, I get so distracted and just want to go over to pet them.

Do you have a dog of your own?

I would love to have my own dog but unfortunately my busy schedule wouldn't allow it. I am away far too much and it wouldn't be fair to leave a dog on its own

that often. That's why I was so thrilled to attend the Hearing Dogs Awards in London last year – I'll take any opportunity to be in a room full of gorgeous dogs.

What did you enjoy most about the Hearing Dogs Awards evening?

I loved meeting all the people and hearing about how the dogs had changed their lives. Also the fact we got to cuddle some of the puppies and hearing dogs in training was super-cute.

“I'll take any opportunity to be in a room full of gorgeous dogs”

What do you admire about the Hearing Dogs charity?

I love dogs and find the power and intelligence a dog has to help people quite amazing.

What do you miss most about competing as a gymnast?

Competing for me was the best part about being a gymnast; I really miss that atmosphere and being able to perform in front of thousands of people. I now absolutely love the work I do with children and being able to inspire the younger generation to achieve their dreams.

What do you miss least?

I loved being a gymnast but it is a huge

commitment, which I don't miss. It is great that I am now able to spend lots of time at home with my family.


What do you do in your free time?

I love catching up with my family and friends. I still spend a lot of time away from them while I am busy working, so when I do get the opportunity I just want to catch up with them – and to chill with Bonnie!

You've recently completed your first New Year Gymnastic Camps for aspiring young gymnasts. What is next for you?

I would love to do some more camps later in the year. I love that part of my job. I also spend a lot of time with Total Gymnastics, the company that I run with Steve Parry (the Olympic Bronze-winning swimmer), to get children involved in the sport.

Who would you most like to go on a fantasy dog walk with?

Well the Great British Dog Walk sounds like my ideal dog walk, to be honest. I would just be in heaven if there were loads of dogs on my walk! And, of course, I always love going home and taking Bonnie for a walk with my family. 



Bonnie waits patiently for Beth to come and take her for a walk

The Great British Dog Walk

 **Hearing Dogs**
for Deaf People
35 years

Supported by

 **MedicAnimal**
care with a conscience

**20 fun-filled
walks in the great
British countryside**

MARCH – JUNE 2017

**Find your nearest walk and enter at
greatbritishdogwalk.org**

Adults £12 (£10 online) • Children free



**Bring your family, friends, dog and picnic
to help change deaf people's lives**

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a luxury break
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Holidays*

*Terms and conditions
apply

 **forestholidays**

Sign up today: greatbritishdogwalk.org

Hearing Dogs for Deaf People registered charity in England and Wales no. 293358 and in Scotland no. SC040486
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