

Newsletter

ROCHDALE ANIMAL CENTRE

Spring 2009

RABBIT ACTION WEEK 30 March - 5 April

Rabbit Day
24 APRIL 09



www.rspca-rochdale.org.uk

RSPCA Week is here!

27 April - 3 May

We will be out and about in Rochdale throughout the week. Also see us at the Wheatsheaf Centre, Tesco's and Morrisons supermarkets



Storm doing his turn in Tesco's during last year's RSPCA Week.

Staff praised for recovery work

“The level of care that the cats have received has been outstanding.”

Over 40 cats were found in a house in Clayton, Manchester by firefighters investigating a reported flood. The RSPCA were called and after veterinary treatment 12 cats were transferred to the Animal Centre for rehabilitation. Whilst the RSPCA instigated one of the country's biggest animal neglect cases, staff at the Centre were busy treating the cats and getting them used to human contact. After months of tender care they are finally ready to go to new homes. RSPCA Chief Inspector Cathy Hyde said "I never expected the cats to make such a good recovery. It's taken two people just to handle them. The reason they have made such a good recovery is due to the degree of care they've been given from the staff. The level of care that the cats have received has been outstanding."

Celebrity twins Guy and Cinders



They must wonder what all the fuss is about!

For quite some time now, Guy and Cinders have been in the limelight. You can't have failed to see the stories, both in the local and the national press and on Channel M. They have been photographed endlessly and have

had reams written about them. We won't repeat all that has gone before, suffice to say that they had an ordeal and, as for many animals in Rochdale, the RSPCA was their lifeline. We will be rehoming them as soon as possible. Thank you to all who contacted us offering a home, we feel sure that wherever they go they will be cared for with love and devotion and will soon forget their unhappy past experiences.

Ruby rescued by lead firefighters!

HEYWOOD ADVERTISER. Story: Frank Wood, pictures: Tim Bradley

FIREFIGHTERS risked crumbling ice to rescue a dog stranded in the middle of frozen Queen's Park lake.

The crew from Heywood fire station, all trained for water rescues, used a floating sledge, developed in Iceland, to reach the dog and bring it back to the bank last Wednesday.

The 18-month-old dog, called Ruby and being cared for by the treasurer of the Rochdale RSPCA, Siobhan Cunnane, became stuck on the island after she ran



across the ice with Siobhan's pet dog, Storm. Although Storm fell into the water as the ice cracked, Siobhan was able to drag her out. But Ruby became stranded when ice surrounding the island began to break up.

Firefighters Michael Wilkinson, John Nolan and Emma McGregor used the Hansa sledge to get across about 60 yards of ice. But Michael and Emma, who were wearing thermal dry suits, had to wade through the freezing water for the final few feet.

Michael said: "We had no problems rescuing the dog because we had all the right equipment. But without it, the ice would have been extremely dangerous."

Last week's rescue of Ruby was an ironic follow-up to another rescue which was carried out by a water rescue crew from Heywood only last April.

Someone had dumped a pup in a storm drain near the River Roch in Rochdale and it had to be hauled to safety by the firefighters. They christened the dog Storm – and that dog is now Siobhan's pet.

Siobhan, who lives close to Queen's Park, said: "It is an amazing coincidence that both she and Storm have had to be rescued by the firefighters. She added: "I just want to thank them for all they have done. They are a terrific team."

CHRISTMAS FAIR - A GREAT SUCCESS



Emma Edmondson and Trustee Denise enjoying a break from selling cakes

Our Christmas Fair was a great success again this year. We had a surprise visit from Craig Gazey, who plays Graeme Proctor in Coronation Street, everyone had a very enjoyable time and just over £800 was raised. Thanks to everyone who came to support the event. Thanks also to the volunteers who helped to make the day so worthwhile, including ex-Coronation Street actress Emma Edmondson – seen here selling cakes kindly donated by Park Bakeries.

Rochdale Animal Centre

Shops News

Over the last few weeks we have transformed the Rochdale shop. We hope our efforts have made it more welcoming for all our customers. The bright new frontage is complemented inside with new flooring throughout, making it much lighter, modern and contemporary.

The sign is designed to match the new one at the Animal Centre, and our two shops in Middleton. (We'll be changing the sign at our Heywood shop soon too). Thanks to Threefold signs of Rochdale for a great job!

Have you any household items you could give us?

The effects of the credit crunch are all too evident and more people than ever are trying hard to save money by shopping with us. We need all kinds of household items from CD's to large furniture. Please call in, or telephone one of our shops and we will collect from you.

Rochdale shop 01706 522066. Heywood shop 01706 361444

Middleton shop 0161 6435944

NEW SHOP – MILNROW. We hope our new shop in Dale Street, Milnrow will be open in time for Easter. Please call in, you will be made very welcome.

MRS JOYCE STEAD

The Rochdale Animal Centre is entirely dependant on the generosity of the many people who support us by giving their time, money or skills and we would like to acknowledge **Mrs Joyce Stead** of Deepish, Rochdale who kindly remembered us in her will.

Support the Animal Centre through Justgiving.com

We are now registered with Justgiving – a website which allows you to create your own fundraising page and donate the proceeds to the charity of your choice. Its very easy to do – start with our website, click the Justgiving button and in minutes you will have your very own page! You might want to do a parachute jump, a sponsored swim or organize a coffee morning– all proceeds you raise will come to us. Linda King, one of our staff, has made a page for her Great Manchester Run on 17 May – take a look, it's easy and great fun! www.justgiving.com



For all the latest information - www.rspca-rochdale.org.uk

Bright new sign for Spring

Visitors to the Animal Centre on Redcross Street will hopefully have noticed our new sign. It is clearly visible to motorists travelling on the A58 dual carriageway, and faces towards the town centre making us also easy to see for those on arriving from the town centre on foot.

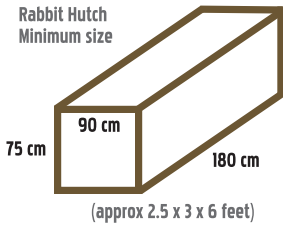


What every rabbit needs...

RSPCA Rabbit Action Week is part of a campaign to improve the conditions of these lovable animals, who's needs are frequently misunderstood.

Spending time with your rabbits is essential for their well being. This is because they are highly social animals and will suffer terribly if left all alone, (You should never just have one). Make sure they are neutered and then you can have a mixture of males and females living together.

One thing which often takes new owners by surprise is the amount of room rabbits require. The majority of hutches for sale in pet shops are far too small. The latest RSPCA recommendation is shown in the diagram below.



These are MINIMUM sizes and you will need an exercise area as well. Many owners have found that buying a small garden shed and making a few simple modifications for ventilation etc., is a cost effective alternative. Notice that the hutch needs to be quite high so the rabbit can stand upright and groom its ears.

The Hutch needs to be kept off the ground, at about table height, away from cold drafts, rising

damp and other animals. Doing this then makes it an easy task to clean out as a bucket can be held just below.

Like all other animals rabbits need exercise. A safely caged area in your garden is ideal. Give them plenty leafy green vegetables, take them for regular health and dental checks, and you will have happy and very contented rabbits.

We are happy to provide advice on diet, handling, healthcare and accommodation to give your rabbits a really happy life. A well cared for rabbit can live to a good age - eight years or more so it's important to get the basics sorted out at the start and have good vet care and insurance. Please ring us for more information.

As part of rabbit action week we are holding a **RABBIT DAY ON 24 APRIL 11.00am TO 3.30pm**

Bring your rabbits along for a health check. You will be able to get advice from both RSPCA staff and from a local vet.

We will microchip your rabbit free of charge while you are here and, if you qualify, we will give you a voucher for neutering too. The first 40 lucky owners can also collect a free sample of rabbit food. *Please note, this is a rabbits only event.*



Freedom Food sales up



Following on the heels of recent Institute of Grocery Distribution figures, showing a 7% increase in shoppers considering animal welfare an important factor, a new report from the Co-operative bank on ethical shopping demonstrates that the economic downturn will not halt growth in ethical purchasing.

According to the report, the number of consumers making ethical purchasing decisions continues to rise, with Freedom Food labelled products seeing some of the healthiest growth figures. The report showed that spending on ethical food and drink rose by 14% from 2006 to 2007 and that spending on Freedom Food produce rose from £18m to £28m between 2006 to 2007 - a staggering 56%.



Rochdale Animal Centre

Cat collars have hidden dangers



It probably surprises most people to find that cat collars can be quite dangerous.

The picture her (taken only last week) is, sadly, a good example. Somehow, she had managed to get her front leg up through her collar, with the result that it relentlessly rubbed and then cut right into her leg.

Our advice is to microchip your pet. This is a much, much better way of identification. If you really do want your cat to wear a collar, check it every day.

Microchipping is the best, safest and most effective way of identification. Please ring us for details.

Please remember us in your will

Be sure that the causes you believe in are supported when you are no longer here.

Most people agree that it's vital that we all have a will (and that someone knows where this is). It's easy to put off, but we know many people feel great relief when they finally get round to putting their wishes in writing.

A solicitor will be able to assist you with your will and ensure that it is legally correct and that your wishes are carried out, including whether you would like to leave a legacy to charity. It is not a difficult process and not expensive either.

Please remember to keep your will up to date with changing circumstances. If you have already made a will and would like to include a legacy to the Rochdale RSPCA then all you have to do is contact your solicitor who can then make the addition - this is known as a Codicil. If you need advice, just give us a call and we will be pleased to help.

Without your generosity we could not continue

For us, a legacy is a precious gift. No matter how small, it will be put to good use.

Your solicitor will advise on the correct wording, which must be quite precise - see example below. Remember also to state 'RSPCA Rochdale Branch' and not the Rochdale Animal Centre.

EXAMPLE: I wish to bequeath the sum of £ _____ to the RSPCA Rochdale Branch 1 Redcross Street, Rochdale OL12 0NZ. Registered charity No 232257.

Please spare some pet food for us

Look out for our containers in these stores:
LIDL off Red Cross Street,
WILKINSONS The Wheatsheaf Centre
MORRISONS Kingsway
MORRISONS Heywood

Just drop some pet food in once you are through the check-outs.

It really is a very big help to our finances and our animals always look forward to meal times when they hope they are going to get some tasty treats!



In 2008 the Rochdale Animal Centre rehomed over 370 animals

Hey! – we need YOU



Some of our supporters at the Christmas Fair

Would you enjoy volunteer work at the Animal Centre, grooming animals or helping on reception? You would be working alongside the staff completing the day-to-day tasks such as cleaning, feeding, grooming and exercising of the animals, or working on reception, dealing with visitors and answering the phone. Many of our volunteers help just for the pleasure of being around animals whilst others volunteer to gain experience of working within an animal environment. Fridays, Saturdays and Sundays are busy days with the Animal Centre staff working flat out so if you could help on those days it would be wonderful. You will need to be aged 16 years or above, have a real love of animals, and be physically fit. Please ring 01706 861 897.

New Cattery Extension

A much-needed Queen and Kitten room was opened in January after the WG Harvey Trust stepped in to help finance construction. Fully equipped with a total of eight hygienic catpods, the room has been licenced by the RSPCA for up to 32 animals. Chan Taylor, Deputy Manager of the Centre said "This unit is fantastic, mother and kittens now have the space and privacy they need. The staff can more easily keep the accommodation clean and when we are socialising the kittens it is so much better."



Mr FR Shackleton of the WG Harvey Trust and Chan Taylor, Deputy Manager of the Animal Centre

Diary Date: AGM Tuesday 23 April

RSPCA Members, and Friends of the Rochdale Animal Centre. Rochdale Animal Centre, 7.00pm for 7.30pm.

Another busy year, many good things and sadly, many difficult cases to deal with too. There is much to report and we hope all of our local RSPCA members will attend. The evening is also open to those who have joined the Friends scheme. Light refreshments will be served and after the meeting staff and volunteers will be available to offer help and advice. As always, there will be an opportunity to look behind the scenes and see how the Animal Centre operates.

Rochdale Animal Centre

Buy your pet products from the Animal Centre

We have a great range of pet products on sale at the Animal Centre and every penny helps us to keep the Centre running.



Salt Lick - only 85p

Essential for rabbits, Guinea Pigs, Gerbils and Hamsters

Nail Clippers

Ergonomic hand grip
Precision cutting blades
Easy to control for accurate clipping

£4.99



Jolly Moggy

A great fun toy. Helps to make sure your cat gets plenty exercise

£1.49



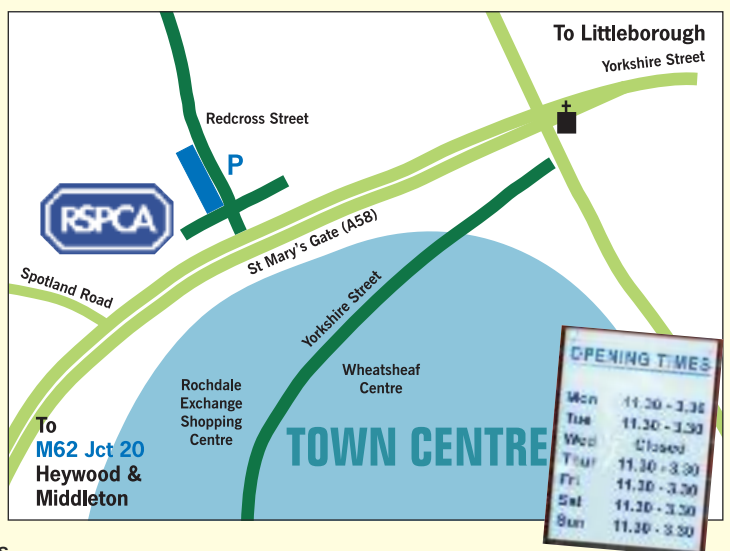
World's best Cat Litter

Without doubt the best cat litter there is and at an unbeatable price!

Small **£7.00**
Medium **£18.50**
Large **£32.50**



Directions to the Rochdale Animal Centre



St Mary's Gate (A58) runs across the top of the town centre towards Littleborough in the north east, and Heywood and the M62 in the west.

Redcross Street is easily accessed from the A58, from either direction, or on foot directly from the town centre.

Limited free car parking is available for RSPCA visitors opposite the Centre, plus 'Pay and Display' car parking.

We are open every day including weekends, except Wednesdays 11.30am - 3.30pm.

TO REPORT AN ANIMAL IN DISTRESS: TEL 0300 1234 999

CALLS TO OUR CRUELTY AND ADVICE LINE ON THE NEW 0300 NUMBER WILL COST JUST THE SAME AS A NATIONAL NUMBER



Registered Charity 232257