

OneKind

Annual report 2016



Ending cruelty to
Scotland's animals

Welcome from our Director



Scotland's animals desperately need a powerful voice to expose cruelty and stand up for their interests. In 2016 OneKind pledged to be that voice, and the public response has been extraordinary. Our supporter base grew by 50%, and membership, which we launched in May 2016, grew to almost 1000 by the end of the year. This enthusiastic response reflects a shared concern, I think, that whilst Scotland's Parliament has been in existence for almost two decades and most animal welfare powers have been devolved, the debate around animal welfare has been sparse and few opportunities to progress have been taken.

This is in spite of the fact that the Scottish public overwhelmingly back progress. Polling commissioned by OneKind and its partners in the run up to the Holyrood elections in 2016 found that the majority of the public backed all ten proposals put forward to improve animal welfare in Scotland.

"2016 was an enormous year for OneKind. We grew rapidly and made big steps forward in our mission to expose and end cruelty to Scotland's animals."

OneKind aims to end the disconnect between public appetite for better protection of Scotland's animals and the lack of progress and priority made by the Scottish Government and companies operating in Scotland. In 2016, as in previous years, we showed that we can deliver the goods. We:

1. Led the More for Scotland's Animals campaign that resulted in one-third of all MSPs pledging to do more for Scotland's animals.
2. Secured a commitment to ban the use of wild animals in circuses, which will be introduced in 2017.
3. Secured a Government review of the fox hunting ban, which found in favour of a number of our recommendations that will help end hunting for good, and commissioned an unprecedented post-mortem of a hunted fox.
4. Launched a major new campaign that exposed Scotland's mountain hare culls and gained the support of over 11,000 individuals.

OneKind helped secure a review of the fox hunting ban in Scotland.



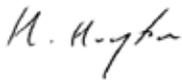
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5. Published, along with the League Against Cruel Sports Scotland, a comprehensive review of snaring in Scotland.
6. Exposed the suffering caused by snaring in Scotland through the release of unprecedented and shocking video footage from a OneKind investigation into snaring on a Highland estate.
7. Continued to highlight the problems associated with the exotic pet trade to MSPs and the veterinary profession and published a new report on internet sales in Scotland.

- 8. Organised the ground-breaking *Wild Animal Welfare – Challenges and Opportunities* conference.
- 9. Contributed to the growing debate on puppy farming and trafficking in Scotland.
- 10. Supported moves in Scotland's governing party to introduce compulsory CCTV in abattoirs to monitor animal welfare.

Whilst our fundraising income in 2016 doubled relative to 2014 and our regular giving grew with our membership, OneKind continues to face a challenging financial situation. As with many charities, our historic dependency on legacies at a time when their value and frequency is declining means we need to urgently transition to raising our income through individual giving. We are deeply grateful to all those who joined us in 2016, and to those who continued to generously donate to our work. In 2017 we hope to continue our growth with a view to putting OneKind in a position where we can grow the scope and ambition of our work by the end of the decade.

2016 was an enormous year for OneKind. We grew rapidly and made big steps forward in our mission to expose and end cruelty to Scotland's animals. I hope 2017 will be even bigger.



Harry Huyton, Director



OneKind secured a commitment to ban the use of wild animals in circuses.



© Adam Masterton

OneKind's new campaign against mountain hare culls was supported by over 11,000 people.

OneKind's vision and aims

Our vision is for people to live in harmony with animals, ending cruelty in Scotland and working with others to deliver better animal welfare across the UK and globally. We achieve this by giving animals a voice through campaigning and lobbying for laws that will protect animals forever, and by inspiring people to make changes in their lives to reduce their negative impact on animals.

OneKind works in the mainstream of the animal protection movement to deliver positive change for animals in Scotland, and, through working with others, across the UK, Europe and beyond. We have decades of experience in helping to shape the legislative and cultural landscapes through high-profile campaigns, political lobbying, investigations and public education. We take a practical, evidence-based approach to understanding and developing solutions to animal welfare problems.

Our current priorities are to give wild animals the opportunity to thrive and live cruelty-free lives and to end the suffering of animals kept as pets and involved in the pet trade. OneKind also aims to develop a farm animal welfare programme to improve the welfare standards of Scotland's farm animals and to promote more animal-friendly lifestyles.

Our Board

OneKind is managed by a Board of Trustees to whom the Director reports. Our trustees in 2016 were:

Sara Bannerman, Chair - Sara has over two decades' experience in the fundraising and marketing sectors, working with Glasgow Caledonian University, Sense Scotland and Erskine. Since 2014, Sara has been Head of External Relations at Erskine, with responsibility for fundraising, marketing and external communications.

Roger Wilson - Roger joined the OneKind Board in April 2011 and spent three years in the role of Chair. Roger has extensive experience in the financial services sector, where he has had a variety of Human Resources (HR) and learning and development roles.

Stewart Gillies - Stuart works as a lawyer in Edinburgh, specialising in corporate, banking and finance law.

Mark Johnson - Mark is Assistant Clerk to the Culture, Tourism, Europe and External Relations Committee at the Scottish Parliament. Before joining Parliament, Mark worked as a Policy Officer for the Scottish Government and as a Development Officer for a small environmental charity based in Orkney.

Roisin Williams - Roisin has been a board member since Summer 2012 and has more than 20 years' experience as an HR professional, specialising in employment law.

Harry Huyton, Director - Harry is a life-long supporter of animal welfare and nature conservation causes. He has worked in the sector for fifteen years for a range of organisations including the RSPB, the Environment Agency and Cambridge University.

Our volunteers

Volunteers are the lifeblood of OneKind. They are critical to achieving our goal of ending cruelty to Scotland's animals. By the end of 2016 we had over 100 active volunteers helping to end cruelty to Scotland's animals in all sorts of different ways including campaigning, fundraising, research

and communications. We have active volunteer groups in Edinburgh and Glasgow, but are aiming to grow the number of volunteers and establish groups in at least two other Scottish towns by the end of 2017.



Laura Murdoch
OneKind Volunteer

"Animal cruelty is unnecessary and should not continue. OneKind does great work dealing with an issue many others disregard and has accomplished so much for animals in Scotland. I love volunteering with OneKind as it means I can contribute to these accomplishments. OneKind has given me a great experience and I have met many kind and admirable people on the way!"



Sherry-Ann Sweeting OneKind volunteer

"I find cruelty to animals abhorrent and am so pleased that I am able to work as a volunteer for OneKind. For me, the fact it's a lobbying organisation is key as enshrining animal welfare in law may ultimately be the only way towards eradicating mistreatment. OneKind is a very dynamic organisation with great vision and ideas. The staff and volunteers are highly committed and dedicated and are a great group of people to work with. For its small size, OneKind punches well above its weight and I am proud to be part of it."

Banning the sale, use and manufacture of snares



This snared fox was found by a OneKind field officer on the Glenogil estate. This is how he described what happened:

“A few feet away from where the deer had been snared, I saw another snare which was open and set to catch an animal. This snare was set on a natural animal track running alongside the outer edge of a forest. Further along the track was another set snare and then I saw yet another set snare further along from that.”

Shortly after discovering these set snares we saw a dead fox which had been caught in a snare. It looked like a fox cub from this year and the snare had caught the animal around the abdomen area. The fox appeared to have rigor mortis.

As we stood by the dead fox we noticed another fox about fifteen meters away. It was struggling and we could see that it had been also caught around the abdomen by a snare.”

OneKind has long campaigned for a Snare-Free Scotland. Our campaigning and advocacy in this area has already led to Scotland adopting the strictest snaring regulations in the UK, but this still does not prevent animal suffering. In 2016 we redoubled our efforts towards achieving a ban as a Scottish Government obligation to review the law by the end of the year provided an opportunity to secure change.

In June 2016, OneKind released video of a snaring incident taken in late 2014 by a OneKind field officer during a visit to the Glenogil sporting estate in Angus to look for legal snares. Following a line of snares from the place where a dead deer had been sighted, the field officer came upon a scene of appalling animal suffering.

The Scottish SPCA investigated and in August 2015 William Curr, the gamekeeper responsible for the snares, was charged with failing to inspect the snare which had killed a deer and failing to keep a record of finding a deer in a snare. It was also alleged that he failed to check another snare for more than 24 hours, during which time a fox became trapped and died of dehydration. However, the case was dropped by the Crown Office in March 2016.

OneKind argued that the failure of this case demonstrated the need for a complete ban on snares. Our petition, which

made this case, was signed by over 7000 people and handed into the Cabinet Secretary in September 2016.

In October 2016, OneKind and the League Against Cruel Sports Scotland published a major report, *Cruel and Indiscriminate: Why Scotland must become snare-free*. The report compiled all the evidence available as to the extent of snaring in Scotland following new regulations under the Wildlife and Natural Environment (Scotland) Act 2011, and the impact snaring has on the welfare of trapped animals, whether they are target species or not. The report made the case that snares are cruel, indiscriminate, non-selective and incompatible with conservation, and that attempts to regulate them had failed to protect animals. The report was submitted to the Scottish Government to inform the official review and was widely circulated around decision-makers and politicians. Its publication received considerable media attention, including a leader in a major Sunday broadsheet that called for an end to ‘barbaric’ snaring.

OneKind also contributed a substantial report on snaring incidents in Scotland, both before and after the most recent legislation, to the Scottish Government review. At the end of 2016, the review had yet to be published. In 2017, OneKind will focus on building cross-party support for a ban within the Scottish Parliament.



Over 8000 people signed the petition calling for justice for the Glenogil foxes. This original artwork was made by a volunteer using all the names of the supporters.

Protecting the mountain hare

The mountain hare is one of Scotland's iconic wild animals. Native to the Highlands, the sight of a mountain hare bounding across the snowy mountains in its white winter coat is a spectacular image of the wild Scotland that we and visitors to our country love. Yet they are widely persecuted, with one study estimating that 25,000 were killed in one year, which is thought to be between 5% and 14% of the population. As well as having a potentially significant impact on their population, there are serious welfare concerns because of the scale and nature of the killing.

In August 2016 OneKind launched a new campaign that aims to secure greater protections for the mountain hare, including ending culls and driven hunts. Whilst our long-term aim is complete protection for mountain hares, OneKind developed the following three interim recommendations:

1. Introduce a three-year moratorium on all mountain hare killing, as recommended by ten Scottish conservation organisations, including the RSPB and Scottish Wildlife Trust.
2. Clarify that snaring of mountain hares is illegal given that they are indiscriminate traps that do not comply with Section 41 (3) of the Conservation (Natural Habitats, &c.) Regulations 1994.

3. End all culling and driven hunting of mountain hares within Scotland's National Parks.

Over 11,000 people supported our petition to the Scottish Parliament to introduce greater protections for the mountain hare. OneKind visited eight Scottish towns as part of the campaign and spoke to over 1200 members of the public. Volunteers knitted over 160 hares, which were then used in a media event and presented to each MSP in the Scottish Parliament along with a request that they support greater protections for the mountain hare.

On 17 November, OneKind held a rally at the Scottish Parliament in support of greater protection for the mountain hare. The rally was attended by approximately 100 supporters, and was addressed by MSPs from Scottish Greens and Scottish Labour, as well as by the Cabinet Secretary for Environment, Climate Change and Land Reform. The rally was reported in UK-wide media and trended UK-wide on social media.

In 2017, OneKind aims to continue to expose mountain hare culls and hunts and hopes to make progress in delivering our three interim recommendations.



Protecting dogs from cruelty

The Scottish Government consulted on the use of electric shock collars and other devices used for aversive training in 2016. OneKind has long campaigned for these devices to be banned on the grounds that they have a negative impact on animal welfare and that positive training techniques have been shown to be more effective.

In early 2016 OneKind conducted a survey of professional dog trainers in Scotland which showed that 91% supported an electric collar ban. OneKind submitted the full survey response to the Scottish Government alongside a detailed consultation response.

We were disappointed when, instead of following Wales' example and introducing a ban on electric shock collars and similar devices, Scotland opted to regulate their use

instead. A regulatory regime is now under development and big questions remain as to how it will be administered and how it will address misuse of these freely available and cruel devices.

Equally disappointing was the Scottish Government's proposal in September 2016 to introduce an exemption for working dogs to the tail docking ban. OneKind was one of the main proponents of the ban, which was introduced in 2007 and heralded as an exemplary act of leadership by animal welfare and veterinary organisations across the UK. Again, OneKind submitted a robust, evidence-based response to the consultation and subsequently strongly criticised the decision to weaken the ban and will continue to make the case against it in 2017.

Ending the use of wild animals in circuses



Anne the elephant was the last wild animal to have toured with a circus in Scotland. OneKind successfully campaigned to get many Local Authorities to ban this practice.

For years, OneKind has taken a leading role in work to prevent the use of wild animals in circuses in Scotland. This led to a consultation on a ban in 2015, and a commitment to a ban by three of the five main Scottish political parties in their manifestos for the Holyrood elections in 2016. A ban is expected to be introduced on ethical grounds in 2017. This will be a major achievement for OneKind and will send a signal to the rest of the UK and the EU that Scotland can take the lead on animal welfare issues.

Improving the evidence base for wild animal welfare policy

OneKind is committed to evidence based policy-making. However, the evidence base for animal welfare issues is often sparse, particularly for wild animal welfare. This is why OneKind helped establish the Wild Animal Welfare Committee in September 2014. The Committee is independent and chaired by Dr Pete Goddard, a veterinary surgeon and scientist who is well known for his expertise in animal welfare issues. In 2016, OneKind organised the Committee's inaugural conference. The conference was well attended by policy-makers and animal welfare experts from across the UK, and included a keynote address from Professor David Fraser of the University of British Columbia. Also in 2016, the Committee completed a major review of existing research into the welfare of terrestrial wild mammals in the UK, which identified a concerning lack of evidence in many key areas where public policy is made.



The Wild Animal Welfare Committee Inaugural Conference brought together an international audience to explore the latest research and policy relating to wild animal welfare.

Ending fox hunting

In 2015, thousands of OneKind supporters contacted the Scottish Government calling for a review of the Protection of Wild Mammals Act. This, alongside the League Against Cruel Sports Scotland's exposé of Scottish hunts' behaviour in 2014/15, led to the Scottish Government commissioning Lord Bonomy to review the Act in 2016.

OneKind played a key role in the Bonomy review. We made a comprehensive written submission to the review and were one of the organisations that met with Lord Bonomy and the review team on a number of occasions to discuss the review. Some of our recommendations were included in the final report, including introducing a better definition of 'hunting', and expanding the offence to include both intentional and reckless hunting. However, the review operated within a narrow remit and was not able to make recommendations that would actually ban fox hunting. OneKind will continue to make the case for an effective ban in 2017.



OneKind, in collaboration with Hessilhead Wildlife Trust and the League Against Cruel Sports, arranged for an unprecedented post-mortem of a hunted fox in October 2016. The post-mortem, carried out by SAC Consulting Veterinary Services, concluded that "In my opinion the shot was not instantly fatal and death will have been due to a combination of respiratory failure, blood loss and shock. This will have caused significant unnecessary suffering to the fox."

Protecting animals caught up in the pet trade

The pet trade in Scotland and the rest of the UK has changed rapidly in recent years. Most sales are now made online, more and more exotic wild animals are kept as domestic pets, and the breeding practices for all pets appear to have become more intensive. In 2015, OneKind was credited by the Minister at the time as having inspired a review of pet vending legislation. This review progressed slowly in 2016 and OneKind continued to influence the process so that companion animals are better protected throughout their lives.

In June, our Policy Advisor gave a key presentation to the British Veterinary Association Animal Welfare Foundation on the need for a "positive list" to prevent the acquisition of ever-more unsuitable pets by private owners, and we also worked with colleagues at Blue Cross to organise a seminar in the Scottish Parliament where the Policy Advisor reviewed the issues for MSPs.

In December 2016, OneKind submitted an objection to the East Ayrshire Licensing Board to plans to create

an industrial puppy farm. The facility was to house up to 40 breeding bitches, and we welcomed the news that the application for a licence was rejected. OneKind also briefed MSPs on the puppy trade in advance of a

Parliamentary debate lodged by Emma Harper MSP on Ending the Illegal Puppy Trade. We were pleased to see widespread support within Holyrood for stronger regulations, including a ban on third-party sales of puppies.



At the end of the year, we published a major review of the online exotic pet trade in Scotland. The review found over a 6-month period:

- A total of 749 adverts were recorded on the main classified websites. These adverts involved the sale of at least 1,043 animals, of which 593 were reptiles, 381 birds and 69 exotic mammals. Approximately 79 species were advertised;
- A total of 447 adverts on the Facebook feeds of three established pet shops in Scotland. These adverts involved the sale of animals from 77 species.

Building the political profile of animal welfare issues

Whilst making progress on animal welfare enjoys considerable support, it suffers from a lack of political awareness and priority in Scotland. To address this, OneKind formed the More for Scotland's Animals Coalition in early 2016 along with Blue Cross, Cats Protection, League Against Cruel Sports and the PDSA. The Coalition led a campaign in the run-up to the 2016 Holyrood elections that aimed to raise awareness of animal welfare as a key issue amongst all MSP candidates. A lively hustings in April attracted a large audience and good cross-party representations. We called on all candidates to pledge to do more for Scotland's animals if

elected to the Scottish Parliament; 123 candidates made the pledge, 42 of whom were elected. That means that almost one-third of all MSPs have pledged to do more for Scotland's animals.

In addition, the Coalition commissioned YouGov polling in March 2016 to test public support for progress on animal welfare issues in Scotland. YouGov asked 1000 adults in Scotland the extent to which they supported or opposed ten key policy recommendations that animal charities, including OneKind, have put forward. The majority supported every single one of them.



The More for Scotland's Animals Coalition held an animal welfare hustings in May 2016, providing the main political parties with the opportunity to set out how they would improve animal welfare in Scotland.

In March 2016, OneKind published a *Manifesto for Scotland's Animals*. The Manifesto set out key recommendations to improve the welfare of wild, companion and farmed animals in Scotland over the duration of the next Scottish Parliament. The Manifesto was sent to all MSPs following the Holyrood elections.



In the autumn, OneKind organised a More for Scotland's Animals reception in the Scottish Parliament where speakers from different parties set out their own commitments to welfare and responded to some challenging questions. OneKind also attended the key party political conferences. At the Scottish National Party (SNP) conference, OneKind briefed delegates in support of a resolution calling on the Scottish Government to make the use of CCTV mandatory in Scottish abattoirs. The resolution was passed and OneKind continues to support this campaign.



OneKind attended the Party Political Conferences in 2016 to raise the profile of animal welfare issues.

Raising awareness

In the news

OneKind had a strong profile in the press over 2016. Here are our top five stories from the year:

1. **New hunt ban after fox autopsy** – The unprecedented autopsy of a hunted fox, released by OneKind in partnership with the League Against Cruel Sports and Hesselhead Wildlife Trust, was a front-page story for the Sunday Times in Scotland, and helped pile on the pressure to accelerate efforts to strengthen the ban.
2. **Ban snares to end barbaric cruelty to animals** – This was the headline in the Scotsman on the day we launched our report, *Cruel & Indiscriminate: Why Scotland must become snare-free*. But these aren't our words; they're the opinion of the Scotsman itself.
3. **We're hare to protest!** – Images of our mountain hare rally in front of the Scottish Parliament appeared across the UK news. One supporter's placard, "We are Hare", was a particular favourite of the media.

4. **Polar bear's frosty reception** – OneKind's objection to the announcement that the Highland Wildlife Park was to embark on a polar bear breeding programme was widely covered, highlighting the weakness of the argument that polar bear breeding in Scotland is conservation.
5. **Scotland's 'trigger-happy' salmon farmers risk losing £200m US export market** – In September, OneKind broke the news that Scotland's failure to end seal killing in fisheries could result in the USA banning imports of Scottish salmon.

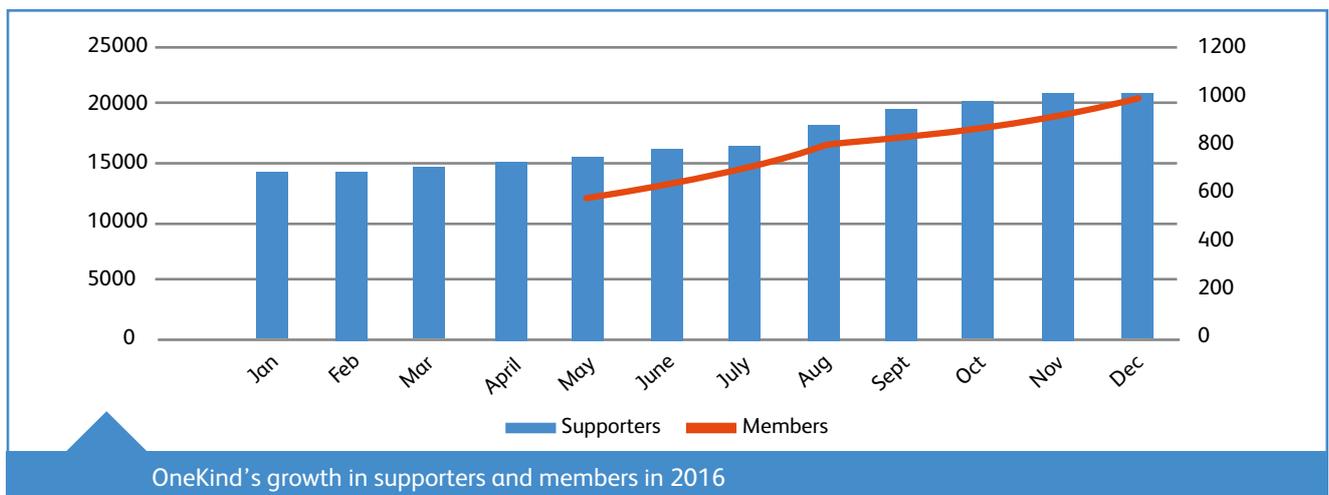
Online

OneKind's online presence continued to grow, providing a vital medium to get our message to a large audience within Scotland and across the world. Our website attracted 4.4 million users and 7.8 million page views in 2016. Most of this traffic was to our education pages and originated from across the world, particularly the USA, India and the UK. At the end of 2016 a new website, OneKindPlanet.org, was created to host our educational material and to target a global audience. This will operate alongside OneKind.scot, which hosts our campaigns and policy material and targets a Scottish and UK audience.

Growing support for OneKind

OneKind aims to give Scotland's animals a voice and to make Scotland a leader in animal protection. To achieve this we urgently need to grow our supporter base. Supporters give OneKind our democratic legitimacy when we're representing the interests of Scotland's animals to decision-

makers. Critically, our supporters also fund our campaigns, investigations and other charitable activities; unlike many charities, OneKind does not solicit or receive funding from Government or corporate sources, to maintain our independence.



Over 2016, our supporter base grew by 50% to 21,000. These are individuals who have participated in a campaign action or made a donation. In May, we launched membership, which allows supporters to have a closer relationship with OneKind and our work, and provides a vital

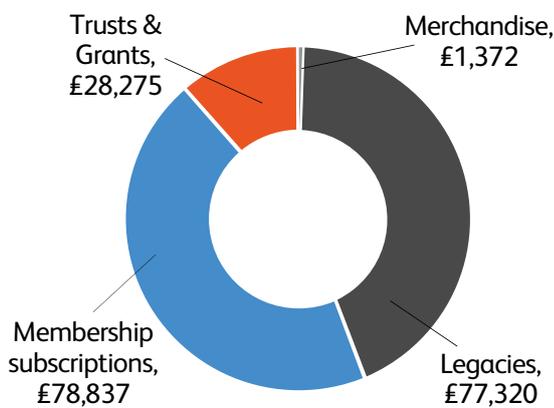
source of regular and dependable income. We automatically upgraded 570 supporters into members, and by the end of the year membership had grown by 70% to 978. This has been an incredible response, and we hope to continue to grow rapidly in 2017.

Financial review

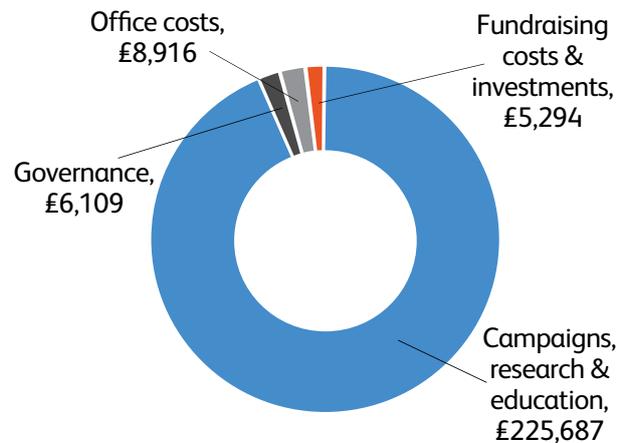
In 2016, OneKind raised £196,151 in charitable donations and earned £1708 on the small amount of investments we hold as contingency. Our expenditure was £246,006, which meant that we drew £48,147 from our reserves.

Looking ahead to 2017 and beyond, legacy income is expected to be significantly reduced. This is in line with the experience of the rest of the charity sector and is a major challenge for OneKind. OneKind therefore needs to grow its membership subscriptions and continue to develop its income from Trusts if we are to become financially sustainable and, in the longer term, if we are to grow. Growth is our long-term aim given the continued and unprecedented scale of animal suffering in Scotland and beyond.

Income, 2016



Expenditure, 2016



92% of our expenditure in 2016 went straight to our campaigns, research and education work that aims to end cruelty to Scotland's animals.

Thank you

On behalf of the animals we protect, OneKind would like to say thank you to all our supporters and donors in 2016. OneKind is entirely dependent on the generosity of individuals; we don't take money from Government or businesses that might compromise our ability to speak up for animals.

In particular, we would like to give our thanks to the following individuals who left legacies to OneKind

in 2016: Jean Mervis Perkins, Syd Hambly, Kathleen Wallace, Lilian Thom, Robert Green, Harry Wheeler and Robert White. Their generosity will be remembered, and their legacy will be a world that is kinder to animals.

We would also like to thank the following Trusts and organisations for their generous support of OneKind's work in 2016: The RS Macdonald Charitable Trust, The Marchaig Trust, and the Hare Preservation Trust.



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