



Ending cruelty to Scotland's animals



Annual report 2017

## Welcome from our Director



OneKind continued to grow in size, profile and impact throughout 2017. We enjoyed many successes that will result in tangible and permanent improvements in animal welfare and protection. For example, we:

1. Brought about an end to the snaring of mountain hares
2. Delivered a ban on the use of wild animals in travelling circuses
3. Exposed the commercial hunting of mountain hares
4. Revealed poor practices and squalid conditions in legal puppy farms
5. Secured a commitment to consult on making CCTV mandatory throughout all slaughterhouses

This amounts to a significant impact on the lives of Scotland's animals that OneKind and our members can be immensely proud of. It is not enough, however, given the extent and scale of animal suffering and persecution that has become endemic to modern societies everywhere, Scotland included. Which is why OneKind must continue to grow its income and supporter base.

In 2017, our supporter base grew by 49% to 33,000 and our membership, which we launched in May 2016, grew by 36% to 1,345. This is encouraging, and it reflects the determined and inspirational work of our volunteers, supporters and small team of staff. At the same time, legacy income has continued to decline, leaving OneKind with a significant monthly deficit. Continued growth in our membership and

fundraising income is therefore required over the coming years to reduce and ultimately eliminate the deficit and, in the longer-term, to allow us to expand the scope and ambition of our work.

I have little doubt that we can achieve this, and in doing so that we can do even more for Scotland's animals. OneKind has developed in recent years into Scotland's leading animal campaigns charity, with an increasingly high profile, as demonstrated by our extensive media coverage and online reach in 2017.

2017 was another 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 2018 will be even bigger.

A handwritten signature in black ink that reads "H. Huyton".

Harry Huyton, Director

**“OneKind has developed in recent years into Scotland's leading animal campaigns charity, with an increasingly high profile, as demonstrated by our extensive media coverage and online reach in 2017.”**

OneKind brought about an end to the snaring of mountain hares.



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## OneKind's vision and aims

OneKind was founded in 1911 to advance animal welfare, the protection of animals from cruelty and the prevention of animal suffering.

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 helping to shape the legislation and cultural landscape around animal protection issues. We have achieved this 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 lives free from cruelty and to end the suffering of animals that are kept as pets and that are 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 are all volunteers, committed to OneKind's cause. Our trustees in 2017 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. Sara has been Head of External Relations at Erskine since 2014 with responsibility for Fundraising, Marketing and External Communications.

**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 Human Resources professional, specialising in the area of employment law.

**Stewart Gillies** - Stuart works as a lawyer in Edinburgh, specialising in Corporate, Banking and Finance 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.

**Louise Robertson** - Louise has over fifteen years' experience as a journalist, PR and public affairs professional working at a UK and devolved level. Louise has spent the majority of her career in the third sector where she has a proven track record as an effective campaigner and influencer in both the press and political arenas.

**Robbie Marsland** - Robbie is the Director of the League Against Cruel Sports Scotland. He has over thirty years experience campaigning on housing, international development, human rights and animal welfare issues. He was the Head of Campaigns at the RSPCA and until 2014 the UK Director of the International Fund for Animal Welfare.

**Lauren Semple** - Lauren is a founder and Director of Karat Marketing with ten years fundraising experience. She works with charities to develop high quality fundraising programmes, delivering long term, committed supporters and maximising lifetime value. She has been a speaker at various conferences including the Institute of Fundraising's National Convention, Yorkshire, Annual Lectures and International Fundraising Congress.

### 2017 in numbers

- 16,229 actions taken online with OneKind
- Attended 34 events
- Had 2114 face to face conversations with members of the public
- 5 full-time equivalent members of staff
- Over 100 volunteers
- 149 media articles about OneKind's work

# How we helped end cruelty to Scotland's animals in 2017

## Banning the sale, use and manufacture of snares

Snares are cruel and primitive devices that are principally used to catch and detain foxes, which are then killed by the snare operator. 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.

OneKind operates [www.snarewatch.org](http://www.snarewatch.org), a reporting facility for members of the public to report snaring incidents. SnareWatch continues to be a leading website that acts as the only central repository of snaring reports in the UK, providing an invaluable evidence base for all charities with an interest in this area. Examples of reports to SnareWatch in 2017 include:

- A fox found trapped in an illegal snare by a dog walker in Midlothian.
- A cat caught in an illegal snare close to her home in Cumbria
- A young badger found dead in a snare in Pembrokeshire. The snare was frayed where the animal had tried to gnaw itself free.

In 2017, Scottish Natural Heritage (SNH) published a review of the regulation of snaring in Scotland. OneKind submitted evidence to the review authors and published a report in 2016 that summarised snaring in Scotland and the welfare problems this practice causes. This report was also submitted to the review. The review did not consider banning snares, although it proposed some improvements in how they are regulated, which have still to be implemented. Of particular importance was an announcement that licences would no longer be issued for the snaring of mountain hares. This is a significant development given that it was estimated in 2008 that approximately 5,000 mountain hares were snared over a 12-month period in Scotland. The SNH report explained that this decision had been made in response to animal welfare concerns, which OneKind has consistently raised since 2008:

“Concerns have been raised with SNH over the welfare impacts of snaring hares to the effect that it is difficult to advise on a method of snaring that does not cause unnecessary suffering – that they cannot be used effectively as a killing trap because animals take too long to die and are not effective as a restraining means because there is too high a risk of killing or injury. The lack of any apparent means or guidance to avoid this means that SNH will not be minded to issue licences unless the contrary can be evidenced.”

OneKind also worked closely with MSPs championing a Snare-Free Scotland, leading to parliamentary debates on the SNH review and the legality of ‘stink pits’, which use animal carcasses to lure target animals into snares.



Young badger found in snare which was frayed where the animal had tried to gnaw itself free.

# How we helped end cruelty to Scotland's animals in 2017

## 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.

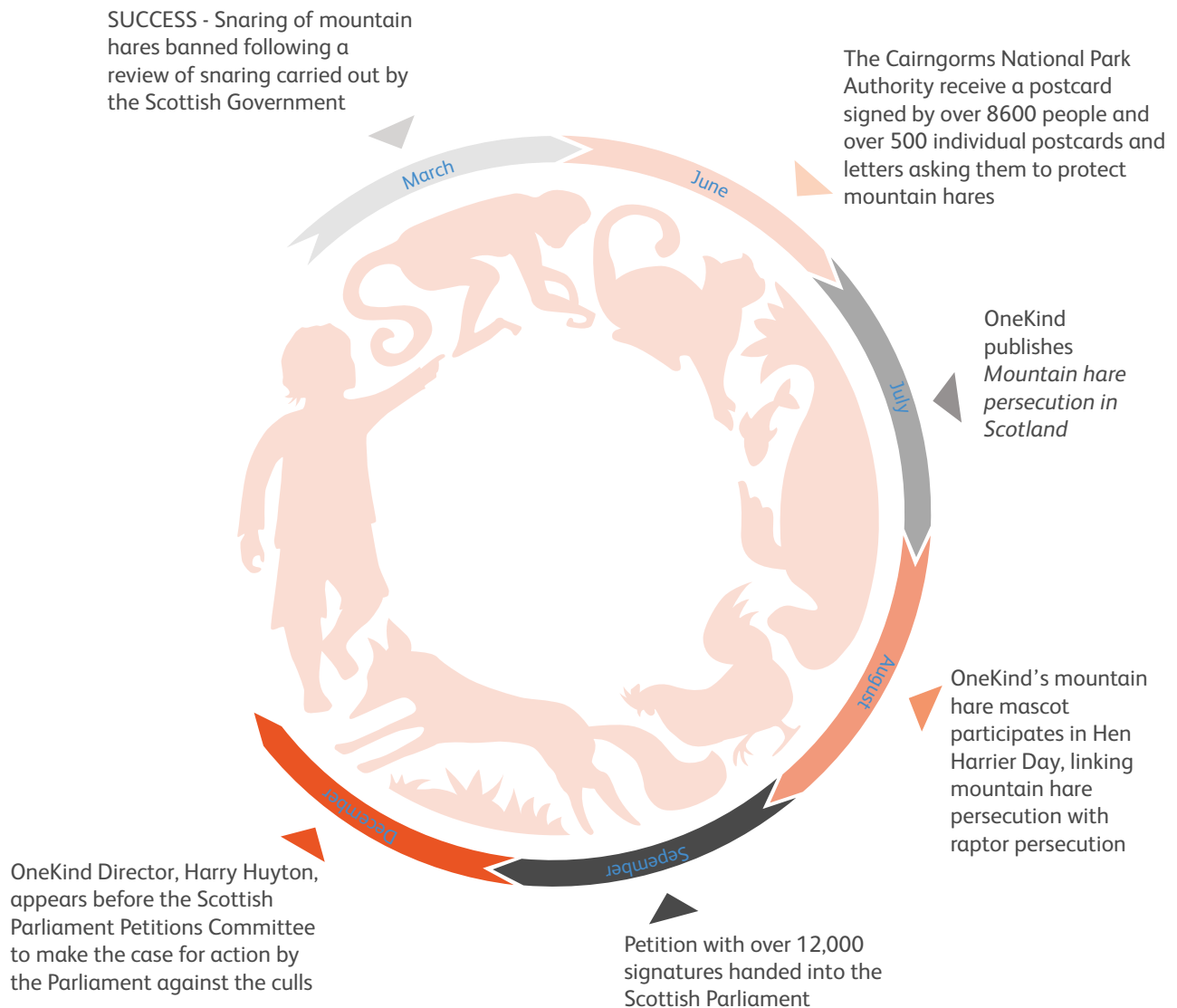


OneKind director, Harry Huyton, presents Grant Moir, CEO of the Cairngorms National Park Authority with a postcard signed by over 8,600 supporters.

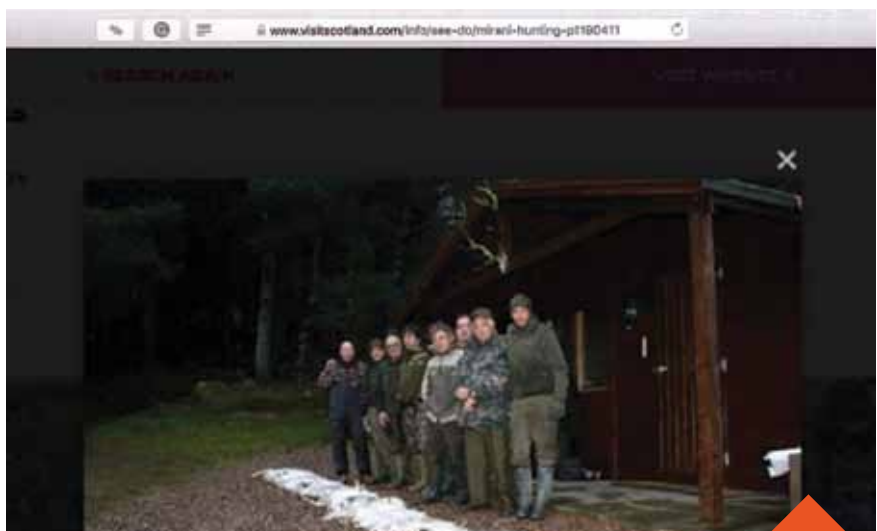
In August 2016 OneKind launched a new campaign that aims to secure greater protections for the mountain hare, including ending culls and driven hunts. This campaign continued throughout 2017, raising the profile of the issue and engaging more people (over 12,000 people actively supported the campaign in 2017). Notable successes in 2017 included:

1. We secured an effective ban on the snaring of mountain hares. This practice used to affect approximately 5000 hares every year in Scotland, and OneKind has raised concerns over the impact this has on hare welfare for over a decade.
2. Following the publication of Mountain hare persecution in Scotland, which was widely reported in Scottish and UK media, a number of companies and VisitScotland immediately withdrew their mountain hare hunting offerings.
3. The Cairngorms National Park Authority discussed our campaign at Board level and introduced a voluntary reporting scheme for estates killing hares within the National Park. Whilst this was not our objective, it represents small progress and an escalation of the issue.

# How we helped end cruelty to Scotland's animals in 2017



*Mountain hare persecution in Scotland* exposed the extent of mountain hare killing in Scotland.



After OneKind exposed the promotion of commercial mountain hare killing by a range of companies, many websites immediately removed their offerings. This image was taken off the *Visit Scotland* website.

# How we helped end cruelty to Scotland's animals in 2017

## 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 a broader, more precise definition of 'hunting', and expanding the offence to capture 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.

In 2017, OneKind continue to make the case for a real fox hunting ban. Key activities included:

- A comprehensive and detailed representation to the Scottish Government on the Protection of Wild Mammals Act (Scotland) 2002, its shortcomings and how to improve it.
- A rally in partnership with the League Against Cruel Sports that was attended by politicians from across the political spectrum.
- Attended the SNP and Scottish Green Party Conferences to build support for the campaign.



OneKind Director Harry Huyton speaking at a rally in support of a real fox hunting ban.

## Improving the evidence base for wild animal welfare policy

OneKind continued to support the work of the Wild Animal Welfare Committee, an independent group of experts under the chairmanship of Dr Pete Goddard, providing a secretariat service carried out by Policy Advisor Libby Anderson. Three new members – Dr Sandra Baker, Dr Kathryn Arnold and Alick Simmons – joined the Committee in 2017, bringing

specialist knowledge of the fields of wild vertebrate management, wild animal ecology and behaviour, and government veterinary policy. The review of research into the welfare of terrestrial wild mammals in the UK was followed by a further review of welfare challenges to marine mammals. The Committee was delighted to secure support from LUSH for its work in 2017/18 and has a number of projects in the pipeline including a full day conference, scheduled for November 2018, on the subject of wild animal welfare guardianship.



# How we helped end cruelty to Scotland's animals in 2017

*"I cannot mention everyone, but I pay particular tribute to OneKind for lodging the petition that brought the issue of wild animals in circuses sharply back into focus in 2011."* Roseanna Cunningham MSP



## Ending the use of wild animals in circuses

For years, OneKind has taken a leading role in work to prevent the use of wild animals in travelling circuses in Scotland. This led to a consultation on a ban in 2014, and a commitment to a ban by three of the five main Scottish political parties in their manifestos for the Holyrood elections in 2016. In 2017, a ban was finally introduced.

Throughout the process OneKind worked hard to ensure that the Wild Animals in Travelling Circuses (Scotland) Bill was as comprehensive as possible. OneKind engaged with the Scottish Government during the preparation of the Bill, briefed all MSPs as the Bill progressed through the Scottish Parliament, and our supporters emailed and wrote to their MSPs asking them to support a robust Bill. The Bill was passed on 20 December 2017, and during the final debate the Cabinet Secretary responsible for the legislation paid tribute to OneKind's work in this area. The introduction of this landmark legislation and OneKind's role in it was widely reported in the Scottish and UK media.



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.



Libby Anderson, OneKind Policy Advisor, welcomed Scotland becoming the first UK country to ban wild animals in circuses.

# How we helped end cruelty to Scotland's animals in 2017

## OneKind exposes poor welfare in licensed puppy farms in Scotland



Dogs kept in a yard covered in faeces.



Puppies displaying unusual behaviour, such as covering in a corner.



Puppies kept in inadequate conditions, including bare pens with no bedding material.



Dogs being bred from multiple times in a year.

In early 2017 OneKind welcomed the decision by the East Ayrshire Council Licensing Panel to refuse an application for a large puppy farm that could have housed 40 breeding bitches. OneKind submitted evidence to the Panel and joined a large number of objectors, including an influential local campaign group.

In 2006 the Scottish Government introduced a world-leading tail-docking ban in place that applied to all dogs in all circumstances. This followed an extensive campaign by OneKind. Sadly, 2017 saw this legislation watered down in spite of OneKind's efforts to protect it. Throughout Spring and early Summer of 2017, OneKind worked hard to prevent proposals to introduce an exemption to the tail docking ban for working dogs. OneKind published a review of the evidence, concluding that the net impact of such an exemption would be negative. OneKind used this evidence to brief MSPs, raised awareness of the issue in the media, and OneKind supporters wrote to and lobbied their MSPs, asking them not to support the proposal.

Sadly, in June 2017 the exemption was passed by the Scottish Parliament in spite of our efforts and without support from any animal welfare or veterinary body. However, the decision led to a major public debate about the issue and political attitudes to animal welfare, which we hope will result in a better understanding of public expectations when it comes to animal welfare policy.

In December, OneKind released the results of an investigation into licenced breeding facilities in Scotland alongside a report, *Scotland's puppy profiteers*. The report provides an overview of the puppy trade in Scotland, the welfare issues associated with it and provides original analysis and insight into the legal puppy breeding industry in particular. This focus was selected because it is often missed out in the media debate around the puppy trade. We identified 97 licenced breeding establishments in Scotland, approximately 14 of which are large 'farms' with 20 or more breeding bitches. We also raised welfare concerns about the sector based on our investigations and evidence from media reports and individual testimonies.

# How we helped end cruelty to Scotland's animals in 2017

## Improving farm animal welfare

OneKind's farm animal welfare focus in 2017 was securing legislation that would mandate the use of CCTV throughout Scotland's slaughterhouses. OneKind worked with Animal Aid and local campaigners to raise awareness of the issue, and secured 10,106 signatures on a petition that was

handed in to Fergus Ewing MSP, the Cabinet Secretary for Rural Affairs. OneKind held an event in the Scottish Parliament to discuss this proposal and gained support from MSPs from all the main political parties for the campaign. Our advocacy led to a commitment from the Scottish Government to consult in 2018 on this proposal.

MSPs show their support for mandatory CCTV in slaughterhouses.



## Building the political profile of animal welfare issues

OneKind is one of four animal welfare organisations accorded the privilege of presenting the Lord Houghton Award for Services to Animal Welfare, and in 2017 it was once again our turn. We asked OneKind members to nominate their animal heroes for the award, and OneKind Trustees made the final decision. This led to the prestigious award being given jointly to Green MSPs Alison Johnstone and Mark Ruskell in recognition of their work to advance the animal welfare agenda in the Scottish Parliament.



Mark Ruskell MSP and Alison Johnstone MSP received Lord Houghton Award for services to Animal Welfare.

## Raising awareness

### In the news

OneKind had a strong profile in the press over 2017. Here are our top five stories from the year:

- 1. Wild animals banned from travelling circuses in Scotland**  
After over a decade of campaigning, MSPs voted in favour of a ban on wild animals in travelling circuses which was covered across the national media in Scotland.
- 2. Panda Pregnancy**  
OneKind's objection to the repeated attempts to impregnate Tian Tian, the giant panda at Edinburgh Zoo was widely covered by the media in Scotland, including a television interview on STV News.
- 3. Visit Scotland, but don't kill our hares**  
In August, OneKind broke the news that VisitScotland was promoting recreational mountain hare killing in a new report and called for urgent action to be taken to protect mountain hares.
- 4. Tail-Docking ban reversed**  
We were shocked when MSPs voted to weaken the tail-docking ban in June, and OneKind's views on the decision were extensively quoted in the media.
- 5. Snaring Success**  
In March, we celebrated a decision by Scottish Natural Heritage effectively putting an end to the snaring of mountain hares.

### Online

OneKind launched two new websites in 2017. OneKindPlanet.org is a global-facing education site that seeks to inform and inspire users about animals, and OneKind.scot is a campaigns website for Scottish and UK audiences. Our total online audience in 2017 surpassed 2.5 million users and 4 million-page views.

### Art for Animals

In November 2017 OneKind held the first Art for Animals exhibition and art sale. We collaborated with four Scottish wildlife artists to put on the event, which aimed to celebrate Scotland's animals and the art they inspire whilst raising vital funds for OneKind. The event was a great success and Art for Animals is now set to be an annual exhibition and we hope it will become a key moment in the calendar for OneKind supporters, wildlife lovers and wildlife artists across Scotland.

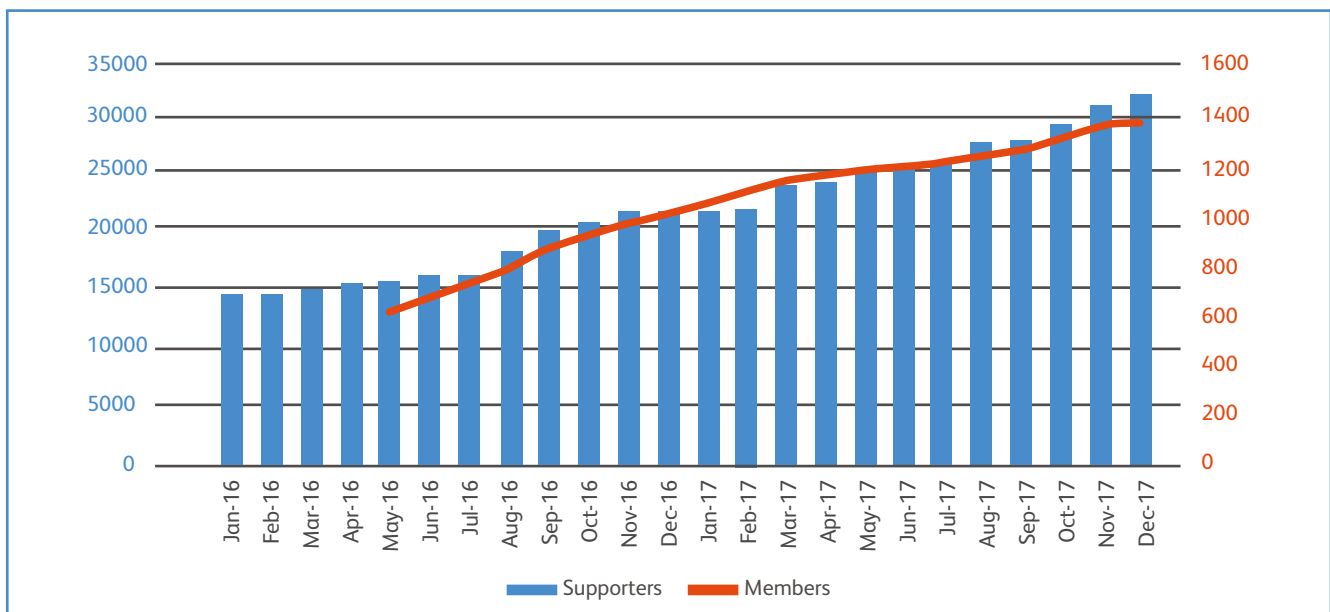


Jan Ferguson was one of the Scottish Wildlife Artists who exhibited at Art for Animals.

## 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, field work and other charitable activities; unlike many charities, OneKind does not solicit or receive funding from Government or corporate sources to maintain our independence.

Over 2017, our supporter base grew by 49% to 33,000. These are individuals who have participated in a campaign action or made a donation. In May 2016 we launched membership. Membership allows supporters to have a closer relationship with OneKind and our work, and provide a vital source of regular and dependable income. Over 2017 membership grew by 36% to 1,345.



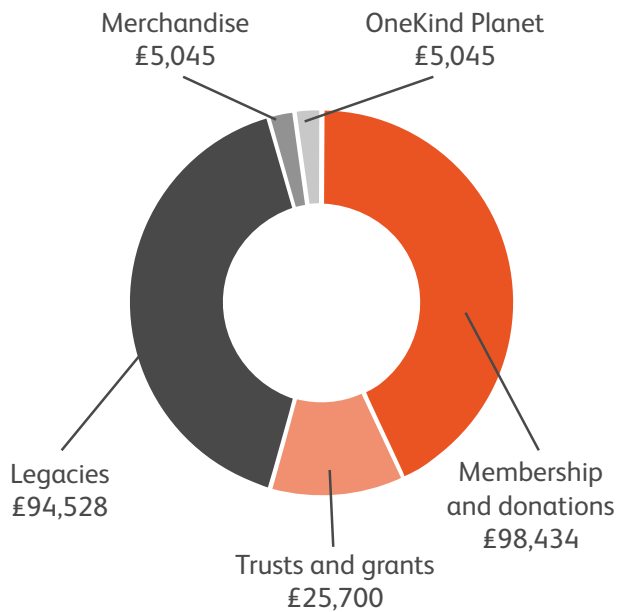
Over 30,000 individuals were active with OneKind in 2017.

# Financial review

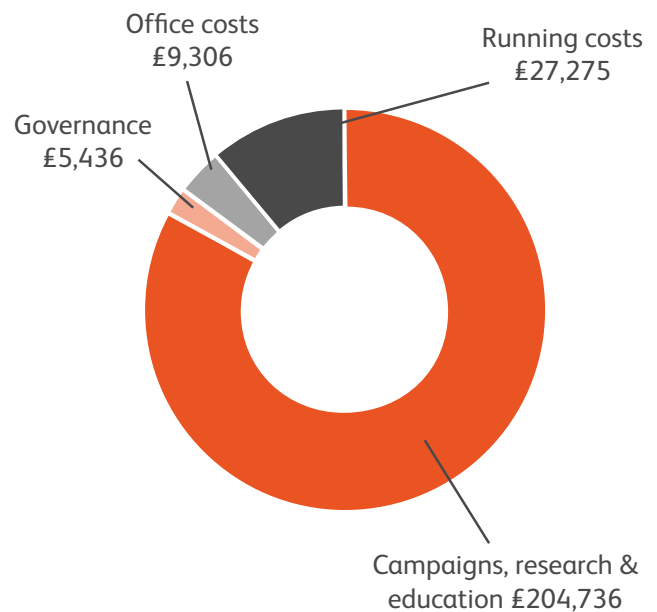
In 2017, OneKind raised £229,206 in charitable donations and earned £11,907 in dividends and gains from the small amount of investments we hold as contingency. Our costs including depreciation were £250,292, which meant that our deficit for the year was £9179. This is significantly less than the planned deficit of £40,000, and the actual deficit in 2016 of £390,018. These deficits were covered by reserves and were planned to allow OneKind to continue investing in growth.

Most encouraging was the 25 % increase in income from membership subscriptions and donations compared to 2016 and 56 % relative to 2015. This is a result of our growing membership and supporter base. Legacy income in 2017 was also higher than the previous year (£98,528 compared to £77,320 in 2016). This was positive, but it remains below our long-term average of £150k per annum, and our aim continues to be to grow our membership and donation income so that legacy income can be dedicated to projects and other work that takes place in addition to our core costs.

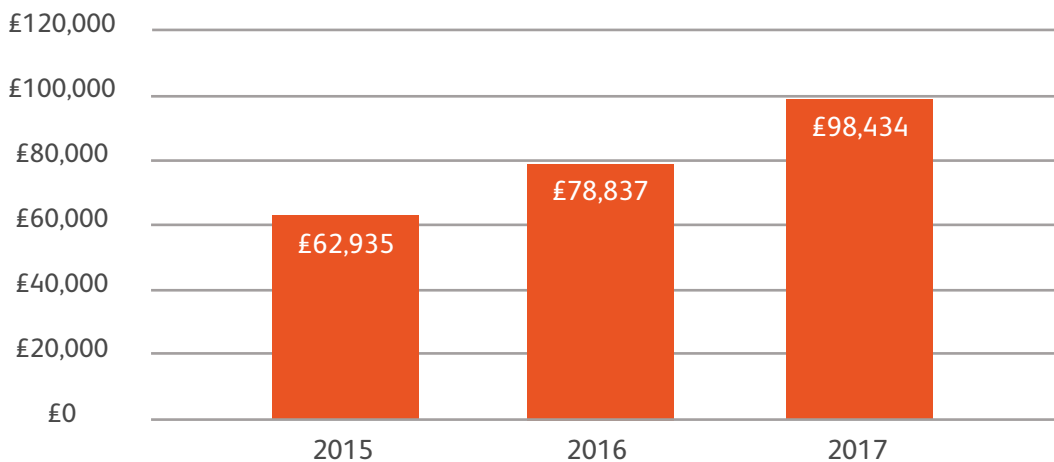
## Income



## Expenditure



## Income from membership and donations



## Looking forward

OneKind aims to be Scotland's voice for animals, delivering high-impact research and investigations to expose cruelty and campaigns and advocacy to end it for good.

We will continue to work across all animal issues and prioritise our effort according to the number of animals we can help and the opportunity for change. In addition to existing campaigns, key priorities in 2018 will include:

- Expanding our farm animal programme through a new project on the welfare of farmed fish. Scotland has one of the biggest salmon farming sectors in the world and plans to grow it significantly over the coming years. OneKind aims to engage with the industry, identify key issues and deliver significant improvements in the welfare of farmed fish.
- Addressing the wildlife cruelty and persecution issues that have become endemic to grouse moor management in Scotland. This follows our campaigns on mountain hare persecution and snaring.

OneKind needs to continue to grow if it is to fulfil its ambitions. Our long-term aim is to have 5000 members, and by the end of 2018 we hope to have at least 1600. We also plan on growing volunteering with OneKind and providing our supporters with more ways of engaging with us and helping with our campaigns. Central to this will be our 'OneKind animal advocates' programme for campaigners, and the development of local volunteer groups.

Organisationally, OneKind will continue to develop its skills and ability to deliver digital fundraising and campaigning and will seek to expand its capacity to deliver high-quality investigations.



Salmon farming is just one of the new priorities identified for OneKind in 2018.

### Leaving a legacy to Scotland's animals

Gifts given by supporters in their will have sustained OneKind for over 100 years. This income has been central to OneKind's many successes over this time. Like many charities, OneKind has seen a decline in legacy income in recent years. Our response has been to introduce membership and to shift as much as possible to relying on donations from members and supporters. However, legacies remain a critical source of income for us, and, for our supporters, an opportunity to leave a lasting legacy to Scotland's animals.

## Thank you

On behalf of the animals we protect, OneKind would like to say thank you to all of our supporters and donors in 2017. 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 2017:

Maurice Wise, Robert Green and Murray McCabe. Their generosity will be remembered, and their legacy will be a world that is kinder to animals.

We would also like to thank the RS Macdonald Charitable Trust and the Stafford Trust for their generous support of OneKind's work in 2017.

