

Annual report

2018



OneKind

Ending cruelty
to Scotland's animals

Welcome from our Director



Bob Elliot
OneKind Director

2018 was a great year for OneKind and we continued to grow our profile and impact throughout the year. We enjoyed many successes that will result in tangible and permanent improvements to animal welfare and protection. For example, we:

1. [Continued to champion for a “snare-free Scotland”](#)
2. Progressed towards strengthening the protection of wild mammals (Scotland) Act 2002
3. Released [video footage of a joint investigation with the League Against Cruel Sports and Lush, supported by Chris Packham which showed the extent of mountain hare culls in the Cairngorms](#)
4. [‘For the Foxes’ march](#). Over 850 people marched through Edinburgh before a rally outside the Scottish Parliament
5. Revealed poor practices and squalid conditions in legal puppy farms and delivered draft consultation responses on a members bill to regulate the trade in puppies
6. Secured a commitment to making CCTV mandatory throughout all slaughterhouses in Scotland
7. Produced three detailed [reports](#) into the state of Scotland’s salmon farming industry
8. Commenced a pioneering project to identify the latest issues with farm animal welfare in Scotland

This amounts to a significant impact on the lives of Scotland’s animals that OneKind and our members can be immensely proud of. However, given the extent and scale of animal suffering and persecution that has become endemic to modern societies everywhere, Scotland included, we must do more. OneKind must continue to grow its income and supporter base. In 2018, our supporter base grew to 46,836 and our membership, which we launched in May 2016 remained around 1,255. Net numbers of members have decreased but conversely income has increased suggesting lower level members may have left, but active members have increased their gifts.

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 continues to decline, leaving OneKind with a significant monthly deficit. We will focus on the continued sustainable growth in our membership and fundraising income 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. We are developing tailored supporter journeys based on previous analysis and habits of supporters to increase engagement and lifetime value.

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 2018. 2018 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 know 2019 will be even bigger.



OneKind's visions 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 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 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 2018 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 is currently Head of External Relations at Erskine since 2014 with responsibility for Fundraising, Marketing and External Communications.

Alan Cranston – Alan is a retired senior civil servant. He was responsible for strategy and policy development in the UK departments of employment and education, and his career included two years advising the (then) Czechoslovak government. Alan served on the RSPB Council from 2004 to 2009, with a main interest in its education and public engagement programmes, subsequently working on a reserve as a volunteer for a number of years. Until 2016 he was a trustee of Youth Music Theatre UK. Alan moved to Edinburgh in 2017 where he continues with interests including birding, walking, theatre and the arts.

Bob Elliot, Director - Bob is a life-long supporter of animal welfare, wildlife and nature conservation causes. He has worked in the sector for over twenty-five years for a range of organisations including the National Trust, The National Trust for Scotland, Loch Lomond & The Trossachs National Park and the Royal Society for the Protection of Birds.

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 the Parliament, Mark worked as a policy officer for the Scottish Government and as a development officer for a small environmental charity based in Orkney.

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.

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.

Lauren Semple – Lauren has 13 years fundraising experience. She began her career as a telephone fundraiser before progressing to senior roles. She has worked with over 40 charities, to develop high quality, fundraising programmes, delivering long term, committed supporters and maximising lifetime value. In her previous role as Director of Karat Marketing, she led a small team who raised over £750,000 for various charities. Lauren has been a speaker at various conferences including Institute of Fundraising's National Convention, Yorkshire, Annual Lectures and International Fundraising Congress.

Alan Surgeon - Alan owns and operates a Search and Selection consultancy, specifically working with the Not for Profit Sector throughout the UK. Established in 2010 – AWS works in partnership with large and small charities at a local and national level to source the very best talent within Income Generation, CEO and Board Level. Involved with Registered Charities since 2001, Alan has worked directly with a variety of local and national organisations with varying roles including; Fundraising, Operations, Volunteer Management and Development. In 2016, 2017 and 2018 Alan was nominated for Young Leader of the Year with the Edinburgh Chamber of Commerce and the consultancy (AWS) was nominated for 'Best Performing Micro Business' in 2017 & 2018.

How we helped end cruelty to Scotland's animals in 2018

Banning the sale, use and manufacture of snares

Snares are cruel and primitive devices that are principally used to catch and restrain 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.

This issue has now been absorbed into the Scottish Government's ongoing review of grouse moor management in Scotland, which is due to report in 2019. Meanwhile, OneKind has consolidated its arguments for a complete ban on these indiscriminate traps. In May 2018, OneKind and the League Against Cruel Sports released footage from an investigation which further exposed the how stink pits are used on grouse moors in Scotland. (www.onekind.scot/shocking-new-footage-shows-a-stink-pit-on-a-grouse-moor-known-for-mountain-hare-culls/).

We continued to operate www.snarewatch.org, a reporting facility which helps members of the public to report snaring incidents. SnareWatch is the leading website that acts as the only central source of snaring reports in the UK, this provides us with an invaluable database of evidence.

We also published [Lonely Scotland](#), which describes all the traps currently in use in Scotland, including snares, and their effects on the welfare of animals. The book is divided into three sections. The first deals with trapping. It describes ten of the most commonly used traps in Scotland, why they're used, the law that governs their use and what to look out for. The second focuses on hunting, from the ubiquitous killing of pheasants for recreation to deer and even goat stalking. The final section provides an index of the most commonly persecuted species in Scotland and the level of legal protection they are given and provides the reader, with everything needed to know to establish the legality or otherwise of any wildlife persecution that someone might witness.

Snare reported on SnareWatch in 2018



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 has not only [successfully campaigned for an end to the snaring of mountain hares](#), but for a more general ban on the persecution of this iconic species. Following our 2017 report [Mountain Hare Persecution in Scotland](#), which exposed the extent of culling and commercial hunting of mountain hares, and a successful rally at the Scottish Parliament, in March 2018, we responded to a Ministerial call for evidence of persecution by producing [video footage](#) of a joint investigation with the League Against Cruel Sports and Lush, supported by Chris Packham which showed the extent of mountain hare culls in the Cairngorms. The footage was shown to MSPs in a briefing session and discussed in face to face meetings. OneKind recommendations have been included in an assessment of regulatory options by SNH and further progress is expected as the public turn against the persecution of hares.

OneKind also launched an open letter to the Scottish Government calling for action which has been signed by over 16,000 people so far.

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 2018, OneKind continued to make the case for a real fox hunting ban. We organised a march ['For the Foxes'](#) with the League Against Cruel Sports and support from International Fund for Animal Welfare to highlight the overwhelming support from the public for a real fox hunting ban, as originally intended in the 2002 act. Over 850 people marched through Edinburgh before a rally outside the Scottish Parliament. Speakers included MSPs and representatives from charities and support from several celebrities including Ricky Gervais, Chris Packham, Bill Oddie OBE and Peter Egan. The recently-appointed Minister for Rural Affairs and the Natural Environment, Mairi Gougeon

MSP informed us that she would make an announcement on this matter before the end of 2018.

OneKind supporters were encouraged to take part in a consultation on reforming the Protection of Wild Mammals (Scotland) Act. The consultation received over 18,000 responses with 98% of respondents supporting a real and effective fox hunting ban.

Improving the evidence base for wild animal welfare policy

OneKind continued to support the work of the Wild Animal Welfare Committee (WAWC), an independent group of experts under the chairmanship of Dr Pete Goddard, providing a secretariat service carried out by OneKind Policy Advisor Libby Anderson. Members bring specialist knowledge of the fields of wild vertebrate management, wild animal ecology and behaviour, and government veterinary policy. A second chapter of a major research project was completed, covering marine mammal welfare, and the Committee plans to commission a third chapter on threats to avian welfare in 2019. The second WAWC conference, on the theme "Who are the guardians of wild animal welfare?" will take place in Edinburgh in March 2019. The Committee was delighted to secure support from LUSH for its work in 2017/18.

The protection of Wild Mammals (Scotland) Act 2002

OneKind has engaged with the Scottish Government on the strengthening of this Act throughout 2017 and continued to do so in 2018.

Key activities this year have included:

OneKind was invited to join a stakeholder group tasked by the Scottish Government to develop a voluntary Code of Conduct for hunting activities that are regulated under this Act. The group includes hunting groups, OneKind, Scottish SPCA and the League Against Cruel Sports Scotland, as well as Police Scotland and Crown Office representatives, and is chaired by former Assistant Chief Constable Ruaraidh Nicolson. OneKind persevered throughout a difficult process to ensure that animal welfare was reasonably well represented in the final code, which was adopted in July 2018. We are also represented on a follow-up stakeholder group developing a code for the monitoring of mounted fox hunts.

In January 2018, OneKind submitted a detailed response to the Scottish Government's proposals to clarify and strengthen the Act in a limited number of areas. We also provided a template response for supporters, in partnership with the League Against Cruel Sports Scotland, and this was used by almost 16,000 people.

Worked with Scottish Green MSP Alison Johnstone on a proposal for a Member's Bill that would remove all the exceptions from the 2002 Act that currently allow mounted fox hunting to continue. Attended SNP and Scottish Green Party Conferences to build support for the campaign.

The review of pet vending legislation

Despite our success in raising the profile of the exotic pet trade within the Scottish Parliament in 2016/2017, the Scottish Government delayed the review of this issue in favour of addressing the puppy trade. To influence this, OneKind conducted field work to develop a better understanding of the animal welfare standards in licensed puppy farms.

We followed up our work with the Scottish SPCA and Christine Grahame MSP on a Member's Bill to tighten the regulation around the puppy trade. The Bill consultation took place in spring 2018 and OneKind submitted a detailed response. Since then there has been a change of focus, as the Scottish Government issued its own consultation on proposals to license dog, cat and rabbit breeding, as detailed in the next section, and this may supersede the Member's Bill. Regulations should be laid before the end of this Parliament in 2021 and will provide a model for other regulations.

OneKind promoted the eight-point Puppy Plan contained in our report Scotland's Puppy Profiteers, with a number of our recommendations now included in current proposals for legislation.

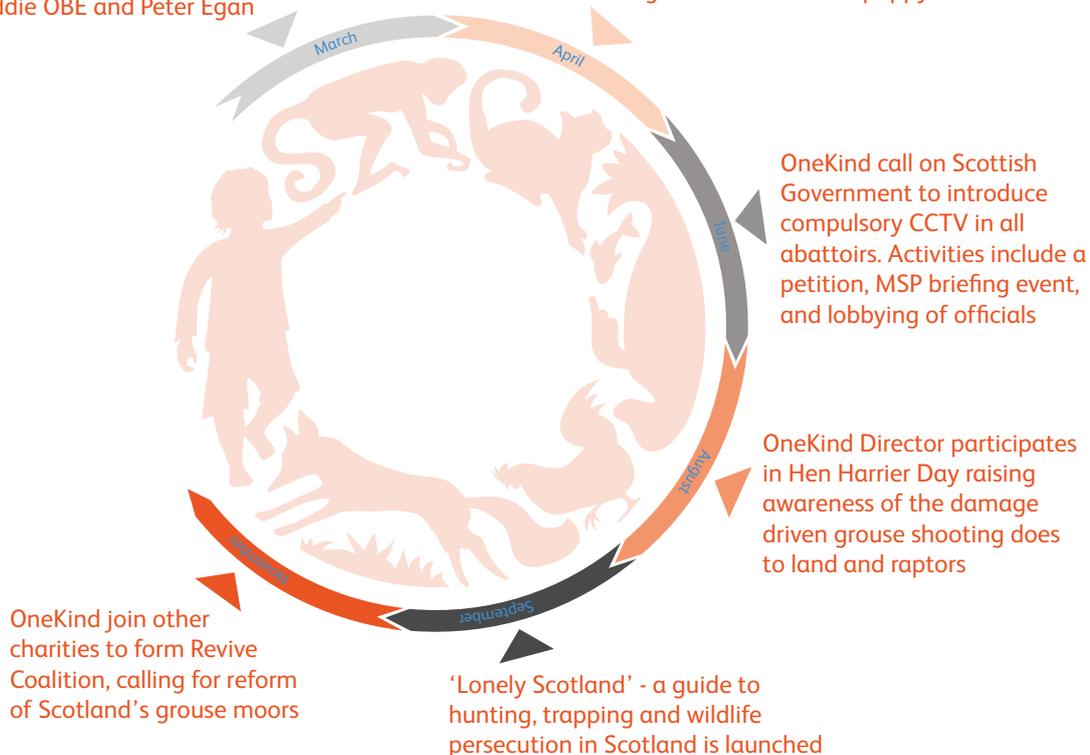
Improving farm animal welfare

In partnership with Animal Aid and grassroots campaigners, OneKind called on the Scottish Government to introduce compulsory closed circuit television (CCTV) in all abattoirs. Activities have included a petition, MSP briefing event and the lobbying of officials. The Scottish Government consulted on the proposed regulations and agreed to the introduction of compulsory video recording of slaughter in abattoirs in their programme for government in 2018.

Throughout 2018, OneKind worked to improve Scottish Government policy with regard to a potential ban on the export of live animals, primarily unweaned dairy calves, via Ramsgate and ports in Ireland. This work has been supported by MSPs including Christine Grahame and Colin Smyth and there are indications that the OneKind message – that government should work to support alternative provision for unwanted dairy calves – is now being heard.

Approx 800 people, including political representatives, join OneKind in a march For the Foxes. Support comes from several celebrities including Ricky Gervais, Chris Packham, Bill Oddie OBE and Peter Egan

Field work conducted on welfare standards in licensed puppy farms. Work followed up with the Scottish SPCA and Christine Grahame MSP on a Member's Bill to tighten the regulation around the puppy trade



Raising awareness

In the news

OneKind had a strong profile in the press over 2018. Here are our top five stories from the year:

1. Fox hunting

In March, OneKind organised a fox hunting march and rally in Edinburgh. The event was [featured heavily in the Scottish media](#) in both the lead up to the march and after it, including lots of [photos from the event](#) itself.

2. Mountain hares

Following the release of footage showing a mountain hare cull in Scotland, the story was picked up across the [Scottish media](#) including TV news.

3. Salmon farming

OneKind released three [reports](#) in 2018 on salmon farming in Scotland which gained widespread media coverage.

4. Trophy hunting

In October, OneKind reacted to images on social media of an American hunter posing with a number of wild animals she had shot in Scotland. The story was picked up by both [national](#) and international press which included TV appearances and [OneKind quotes in The New York Times](#).

5. Shock collars

Following the Scottish Government's initial announcement of an electric shock collar ban, OneKind received widespread [media coverage](#) at the beginning of 2018.

Online

OneKind managed its two websites in 2018: [onekindplanet.org](#) is a global facing education site that seeks to inform and inspire users about animals, and [onekind.scot](#) our campaigns, membership and awareness raising website for Scottish and UK audiences. OneKind also has active [Twitter](#) and [Instagram](#) profiles.

2018 in numbers

-  53,229 actions taken online with OneKind
-  Attended 28 events
-  Had 2756 face to face conversations with members of the public
-  6 full-time equivalent members of staff
-  127 volunteers

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

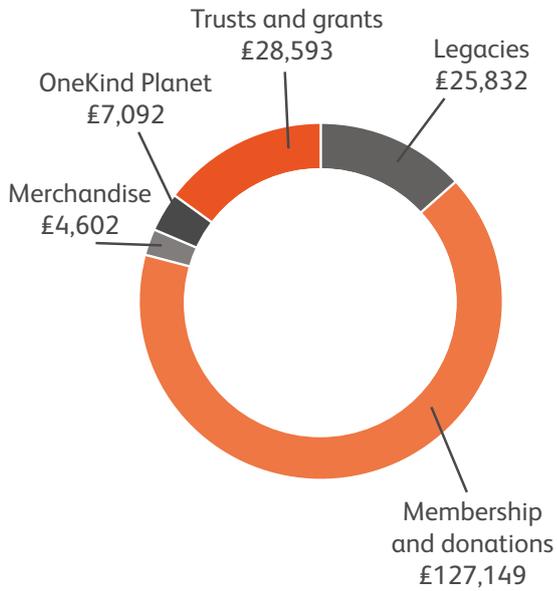
from Government or corporate sources to maintain our independence. In 2018, our supporter base grew to 46,836 and our membership, which we launched in May 2016 remained around 1,255. Net numbers of members have decreased but conversely income has increased suggesting lower level members may have left, but active members have increased their gifts.

Field work funded by OneKind supporters

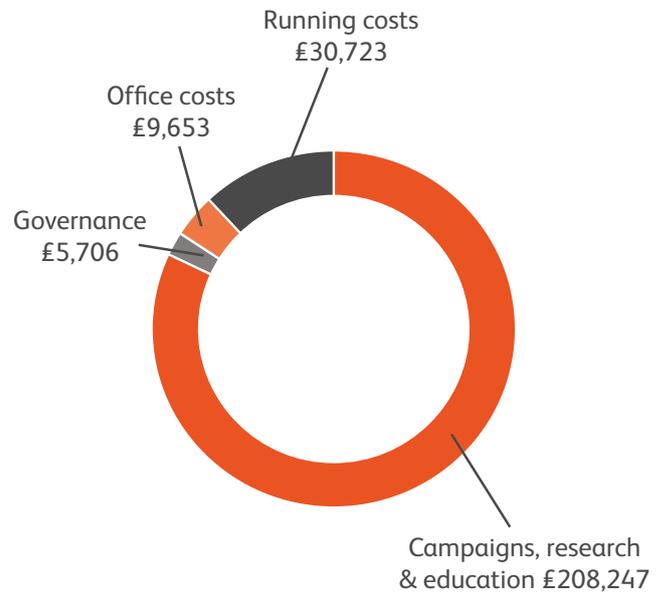


Financial review

Income



Expenditure



Income from membership and donations



OneKind continues 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 2019 will include:

Salmon farming

Following last year's publication of three detailed [reports](#) on animal welfare at Scottish salmon farms, OneKind will publish updated salmon farm performance tables, deliver a Scottish Parliament [petition](#) and work with partners and the media to expose ongoing problems and propose solutions.

Farm Animal Welfare in Scotland and the Good Food Nation programme

We will commission a pioneering report on farm animal welfare in Scotland, OneKind will create a public campaign to expose poor welfare in intensive systems, transport and slaughter, promote improved animal welfare, and recognise animal welfare as an element of food quality as part of the [Scottish Government's Good Food Nation Bill and Programme](#). We will link and collaborate with the [Scottish Food Coalition](#) and tackle issues that may emerge concerning Brexit and any eroding of our animal protection standards in Scotland.

Wildlife persecution

We will continue to address wildlife cruelty and persecution issues such as trapping and poisoning and culling of mountain hares on driven grouse estates, in collaboration with the [Revive coalition](#) and field investigations.

Performing animals

OneKind will set out welfare issues inherent in the use of animals for entertainment and display at Christmas and at parties, to support the need for regulation of these activities.

Trophy hunting

We are tackling issues concerning trophy hunting in Scotland and will be investigating further.

Our charity

OneKind needs to continue to grow if it is to fulfil its ambitions. Our long-term aim is to have 5,000 members, and by the end of 2019 we hope to have at least 1,400. 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.

Thank you

On behalf of the animals we protect, OneKind would like to say thank you to all of our supporters and donors in 2018.

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 Angus Macinnes who left a legacy to OneKind in 2018. Mr Macinnes' generosity will be remembered, and his legacy will be a world that is kinder to animals.

We would also like to thank [Eurogroup](#), [Hare Preservation Trust](#) and [Lush](#) for their generous support of OneKind's work in 2018.



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