

# OneKind

ANNUAL REPORT  
2019



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## Welcome from our Director



**Bob Elliot**  
OneKind Director

OneKind has developed in recent years into Scotland's leading animal campaigns charity, working on wild, companion and farmed animal welfare. OneKind has an increasingly high profile, as can be seen from our extensive media coverage and online reach in 2019. 2019 was another enormous year for OneKind.

For example, we:

1. Raised awareness of, and [campaigned to end, wildlife killing on grouse moors](#) and elsewhere in Scotland.
2. Contributed to the progress of the [Animals and Wildlife \(Penalties, Protections and Powers\) \(Scotland\) Bill](#).
3. [Campaigning for crustaceans and cephalopods](#) to be given legal protection.
4. [Continued to work towards ending fox hunting](#).
5. Continued to [champion a "snare-free Scotland"](#) and the [protection of mountain hares](#).
6. Campaigning for farmed animal welfare, including an [end to live exports](#) and the [use of cages for farmed animals](#).

7. Researched and promoted the introduction of restorative justice and rehabilitative processes for people convicted of animal cruelty.
8. Worked to prevent exploitation of animals used for entertainment, including [Christmas reindeer displays](#).
9. Lobbied for the creation of a Scottish Animal Welfare Commission
10. Prepared to announce conservationist, author and wildlife presenter [Chris Packham](#) as patron.

This amounts to a significant impact on the lives of Scotland's animals that OneKind and our members and supporters 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 continue to do more. Which is why OneKind must continue to grow its income and supporter base. In 2019, our supporter base grew to 38,572 and our membership, which we launched in May 2016, remained around 1,200. 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 remains 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. We will continue to 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. By providing bespoke journeys based on supporters' habits and preferences, we have no doubt that we will retain donors for the long terms and increase engagement, and in doing so that we can do even more for Scotland's animals.

**“ OneKind has an increasingly high profile, as can be seen from our extensive media coverage and online reach in 2019. ”**

## OneKind's visions and aims

How might we inspire a movement of people to connect with animals, protect them, advocate for them and enhance their lives? Continually asking ourselves this question allows OneKind to stay at the forefront of advancing animal welfare in Scotland, a position we have been consolidating since 1911, when our founders sought to end vivisection.

Our vision is a world in which non-human animals are recognised as individuals and respected for their capacities and priorities, which are different to but not lesser than ours.

OneKind effects positive change for animals through high-profile campaigns, political lobbying, investigations, public education, and promoting compassionate living. This allows us to shape the cultural and legislative landscape to seek justice for animals. We create conversations around challenging questions and seek innovative solutions to welfare problems. Our work is informed by current scientific evidence and fuelled by dedicated supporters. We work with like-minded organisations across the UK, Europe and globally, towards a world in which humans empathise with other animals, treat them with kindness, dignity and compassion, and allow them to flourish.

Our current priorities include obtaining equal protection for all sentient animals, regardless of human-imposed classifications: foxes labelled 'pests', reindeer exploited for 'entertainment', or octopuses dismissed because they are non-vertebrate. We also continue to work to end cruel practices like fox-hunting and trapping in our countryside, to gain better regulation of the pet trade, and to ensure that farmed animals have 'a good life'.



**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 2019 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 RSPB.

### **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 and 2018.

# Campaigns

## How we helped end cruelty to Scotland's animals in 2019

### Worked to end wildlife killings on grouse moors

OneKind is proud to be a member of the [Revive coalition](#) for grouse moor reform. As part of our contribution to the coalition, in 2019 we produced a joint report with the League Against Cruel Sports Scotland, exposing the suffering of animals trapped and snared on Scottish grouse moors. [Untold Suffering](#) is hard-hitting and graphic, but it reflects reality. The report was highlighted at the Scottish National Party conference in October and attracted national media coverage.

Revive hosted its own sell-out conference in Perth in August, with OneKind staff featuring on the programme as well as manning a busy information stall. Shortly after this, a feature on snaring was aired on [Channel 4 News, including an interview with our Director, Bob Elliot](#).

On the last day of grouse shooting season, 10 December, naturalist Chris Packham addressed a Scottish Parliament event on grouse moor reform and applauded the Revive coalition for presenting a rational, sensible and calm argument against driven grouse shooting.

In September, following a public outcry over the fate of a golden eagle, photographed in flight with a spring trap attached to its leg, OneKind lodged a petition with the Scottish Parliament calling for a [parliamentary review of wildlife persecution](#), with the aim of eradicating inhumane practices associated with driven grouse shooting as soon as possible. Published on the Parliament website in September, the petition gained almost 7,000 signatures in just six weeks and is now under government consideration.

We also met with the Scottish Government to discuss these issues and gave evidence to a review of the General Licences that allow wild birds to be killed.

### Contributed to the progress of the Animals and Wildlife (Penalties, Protections and Powers) (Scotland) Bill

Animal welfare is not often the subject of primary legislation in the Scottish Parliament and, for that reason, OneKind has invested actively in the progress of the Animals and Wildlife (Penalties, Protections and Powers) (Scotland) Bill over the last two years.

It contains some important changes to our existing welfare legislation, primarily an increase in maximum penalties for offences against both domestic animals and wild animals. Once the Bill is passed, the most serious offences will attract prison sentences of up to five years and unlimited fines. Our work on the Bill in 2019 included submitting detailed responses to consultations and giving in person evidence.

### Campaigned for crustaceans and cephalopods to be given legal protection

Scotland's main animal welfare legislation does not cover decapod crustaceans, such as crabs and lobsters, and cephalopods, such as octopus and squid. We have previously campaigned to have this changed, focussing on examples such as the horrors of live boiling of lobsters.

We have not yet been successful – perhaps because these creatures of the deep lack the “cuteness” factor – but the abovementioned bill provided another opportunity to raise the issue. We included the welfare of crustaceans and cephalopods in all our written and face-to-face briefings on the Bill, and this led to a dedicated campaign [#SeaTheirSuffering](#), in early 2020. Around the same time, DEFRA commissioned research into the sentience of crustaceans and cephalopods and OneKind is confident that this will produce the required evidence to support Ministers in changing the law.





## Continued to work towards ending fox hunting

OneKind has always taken a leading role in the fight against the hunting of wild mammals with dogs. In January 2019, the Minister, Mairi Gougeon MSP, announced her commitment to implementing the recommendations made by Lord Bonomy in his review of the Protection of Wild Mammals (Scotland) Act 2002. These included improved definitions of hunting, removal of the word “deliberately” from the main offence, tightening up on the drafting of exceptions and reversing the burden of proof so that an individual requires to show that an exception applies.

The Minister also responded positively to calls from animal welfare organisations including OneKind to reduce to two the maximum number of dogs that may be used to flush a wild mammal towards guns for shooting. Disappointingly, however, the Scottish Government also planned to explore a new licensing scheme to permit the use of more than two dogs in upland areas “where necessary” for legitimate predator control. OneKind welcomed most of the announcements, while cautioning against the potential for loopholes to arise unless the licensing scheme is very tightly drawn.

The Scottish Government proposals remain limited and technical in nature. OneKind has therefore worked closely with Alison Johnstone MSP and the Scottish Green Party to develop a Bill that would introduce a real ban on fox hunting in Scotland. The proposed Protection and Conservation of Wild Mammals (Scotland) Bill would close the loopholes in the current legislation that allow hunts to continue under the guise of “pest” control. OneKind submitted a detailed response to this proposal as well as ensuring that supporters responded in their thousands to the consultation. The “Fox and Hare Bill” attracted 10,000 consultation responses - one of the largest responses in Scottish Parliament’s history.

## Continued to champion a “snare-free Scotland” and the protection of mountain hares

These two campaigns, both highlighting the persecution of wild animals on grouse moors, run independently of our work in the Revive coalition.

Our long-running SnareWatch website continues to document snaring incidents around the UK, many of them involving much-loved domestic pets. Members of OneKind staff are able to offer advice to people who report a snare find, as the public are often unaware of the legal issues – many are shocked to learn that these primitive devices are still legal in 21st century Britain. OneKind also carried out field work, following up on complaints about snares in East Lothian, Aberdeenshire and South Lanarkshire. We visited a driven grouse moor and produced a video highlighting the high numbers of snares and a stink pit.

We continued to call for greater protection of the iconic mountain hare. OneKind has already successfully campaigned for an end to the snaring of mountain hares. Our open letter to the Scottish Government and Scottish Natural Heritage calling for further protection from persecution has been signed by over 22,000 people so far, while almost 18,000 messages have been sent to MSPs asking them to back action. We also undertook a Freedom of Information enquiry to Scottish Natural Heritage (SNH) and were able to publish the concerns of officials about the population status of mountain hares, the difficulty of obtaining game bag information from the shooting industry, and some misrepresentations of information by gamekeeper organisations. These issues were also published on The Ferret news website. Alison Johnstone’s “Fox and Hare Bill” proposed comprehensive protection for mountain hares and OneKind ensured that it received a high level of public support.



Farrowing crate © Vival

## Campaigned for farmed animal welfare

Throughout 2019, OneKind campaigned for a ban on farmed animal cages – particularly sow farrowing crates and enriched cages for laying hens – in the EU, as part of the #EndTheCageAge European Citizens’ Initiative which collected more than 1.5 million signatures. The initiative was the largest political movement for farmed animals in European history. Closer to home, we held a #BanTheCages demonstration in Edinburgh city centre, raising awareness of the suffering of Scotland’s own caged animals. More than 30 volunteers joined us to hand out flyers, collect petition signatures, engage in conversation with the public and get into dog cages to experience confinement for themselves.

Another ongoing project is the production of a detailed report, Emotional Beings, emphasising the sentience of farmed animals and the challenges imposed by common rearing practices in Scotland. This report, expected to be published in mid-2020, links to Scotland’s Good Food Nation agenda. Our position is that food is not good if it is produced at the expense of animal suffering. As a member of the Scottish Food Coalition, OneKind has kept animal welfare on the agenda of that grouping and has worked for the inclusion of welfare in the proposed Good Food Nation Bill. Our input has included submitting content to the Scottish Food Coalition consultation response to the Bill, as well as providing our own response stressing the importance of animal welfare.

The fact that salmon are also farmed animals is too often overlooked. In February 2019, OneKind followed up on its comprehensive 2018 reports on welfare in the aquaculture industry, summarising the issues for a debate on the Rural Economy and Connectivity Committee’s report on salmon farming in Scotland. We called for a moratorium on industry growth until it can be demonstrated that the major problems have been addressed. OneKind also worked with partners, later in the year, to highlight the contrast between the claims on salmon labels and the reality of rearing systems, including sea lice infestations and premature mortalities.



OneKind volunteers at #BanTheCages demonstration in Edinburgh

## Promoted the introduction of restorative justice and rehabilitative processes for people convicted of animal cruelty

Over the last few years, OneKind has been promoting the importance of fostering empathy and an understanding of animal sentience among those who have been convicted of offences against animals, via non-custodial interventions. Criminal justice policy increasingly militates against short custodial sentences and in favour of alternative disposals such as community payback orders. Such orders can offer opportunities to effect behavioural change by a requirement to attend a relevant rehabilitative programme. Restorative and rehabilitative justice systems also place a person's behaviour within a wider context, recognise the connections between human and animal wellbeing, and create opportunities to improve both.

In 2019, we decided to invest capacity in this area to provide constructive proposals in our submissions on the Animals and Wildlife (Penalties, Protections and Powers) (Scotland) Bill. We carried out research into international models of refined community justice systems and engaged with contacts in fields not normally associated with animal welfare, including criminal justice and social work. The resultant briefings attracted a good deal of interest among MSPs and the ECCLR Committee recommended further discussions in its Stage 1 report on the Bill.



Reindeer parade Kirkcaldy

## **Worked to prevent exploitation of animals used for entertainment, including Christmas reindeer displays**

OneKind's successful campaign for a ban on the use of wild animals in travelling circuses in Scotland was always intended to be the precursor to wider reform of the performing animal industry which uses far larger numbers of animals. In 2019, OneKind continued to campaign against animal entertainments and contacted organisers of several animal

displays direct to raise awareness. The use of reindeer in Christmas parades was a particular focus: we wrote to shopping centres, garden centres and councils to ask them to reconsider using live animals, and produced a video raising awareness of the welfare concerns surrounding live reindeer displays, and highlighting the difference between these events and a reindeer's natural life.

## **Lobbied for the creation of a Scottish Animal Welfare Commission**

In February, we met Scottish Government officials to press for a strong, independent Scottish Animal Welfare Commission (SAWC) with a focused remit. Following this, we compiled a briefing setting out our ideas. In autumn 2019 the Chair of the new SAWC, Professor Cathy Dwyer, was appointed, and early in 2020 we were delighted to learn that the OneKind Policy Advisor, Libby Anderson, had also been appointed to the Commission.

## **Prepared to announce conservationist, author and wildlife presenter Chris Packham as patron**

Throughout 2019, OneKind forged increasingly strong links with wildlife TV presenter and conservationist, Chris Packham. This led to the announcement in February 2020 of Chris as patron of the charity. Accepting the role, Chris stressed the importance of protecting sentient wild animals and added:

*"OneKind are a great evidence-based charity doing important work not only to end cruelty to Scotland's wildlife, but also companion and farmed animals. Their successes include helping to bring bans on the use of wild animals in Scottish circuses and the use of snares to kill mountain hares, and encouraging the Scottish Government bringing in compulsory CCTV in Scotland's slaughterhouses."*

*OneKind effects real change for Scotland's animals."*



Chris Packham - Revive event, Scottish Parliament. ©Revive

# Raising awareness

## In the news

OneKind had a strong profile in the press over 2019. Here are our top five stories from the year:

- Trapping of animals**  
In August, OneKind Director, Bob Elliot, [appeared on Channel 4 News'](#) feature to discuss cruel traps and snares targeted towards Scotland's wild animals.
- Fireworks**  
Following the Scottish Government's plan to promote the safe use of fireworks, OneKind Director, Bob Elliot, was quoted on the negative animal welfare implications of fireworks in a [BBC News article](#).
- Driven grouse moors**  
Following our participation on the Revive fringe event at the SNP conference in October, our Policy Advisor, Libby Anderson, [was quoted](#) in four different newspapers, discussing the shocking number of animals killed each year on driven grouse moors.
- Mountain hares**  
We wrote about the mountain hare culls, and wildlife killings, on driven grouse moors for environmental journal, The Ecologist. [The article](#) was widely shared across social media by animal welfare charities and conservationists.
- Salmon farming**  
We spoke about the [welfare issues on Scotland's salmon farms](#) for investigative journalism platform, The Ferret, and The National.



Article in environmental journal, The Ecologist, widely shared across social media

## Online

OneKind managed its two websites in 2019: [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 very active [Twitter](#), [Facebook](#) and [Instagram](#) profiles.

## 2019 in numbers

- 33,977 actions taken online with OneKind
- Attended 53 events
- Had 933 face to face conversations with members of the public
- 5 full-time equivalent members of staff
- 182 volunteers



OneKind volunteers in Dundee and Edinburgh

## Supporter base

### Growing support for OneKind

OneKind needs to raise £300,000 each year to fund our ongoing work to deliver better protection for Scotland's animals. Our supporters provide the funding we need for our campaigns, investigations, fieldwork and other charitable activities. This comes from memberships, merchandise sales, cash donations, collaborations with small businesses, challenge and volunteer events as well as gifts in wills. These all provide the vital income we need to continue our work to protect Scotland's animals.

Unlike many other charities, OneKind does not receive any funding from Government to maintain our independence. OneKind aims to give animals a voice and to make Scotland a leader in animal protection. To achieve this, we must grow our supporter base and ensure our income comes from a wide variety of activities. Supporters give OneKind our democratic legitimacy when we are representing Scotland's animals to decision makers.

In 2019, our active supporter base grew to 38,572 and our membership, which we launched in May 2016 remained around 1,200. Net numbers of members have decreased slightly but conversely, income has increased. This suggests lower level members may have left, but active members have increased their gifts and new members come on board at a higher level.

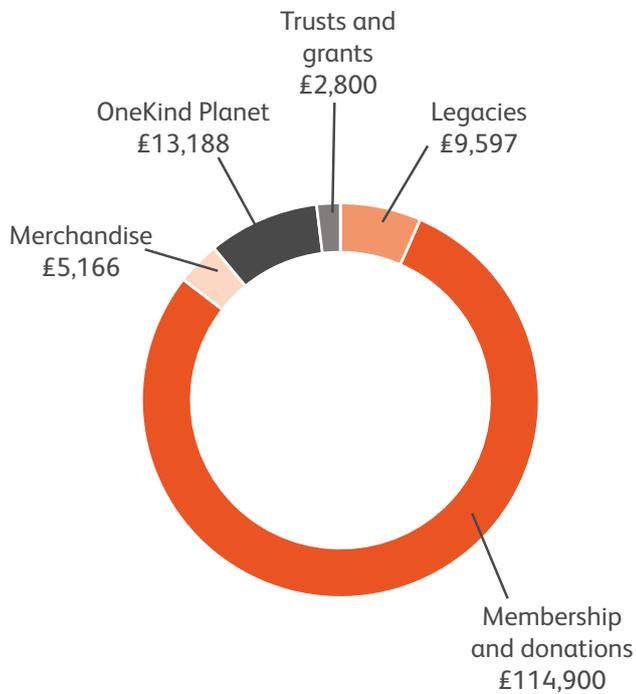


New York supporter Joe Vassallo runs Edinburgh marathon for OneKind

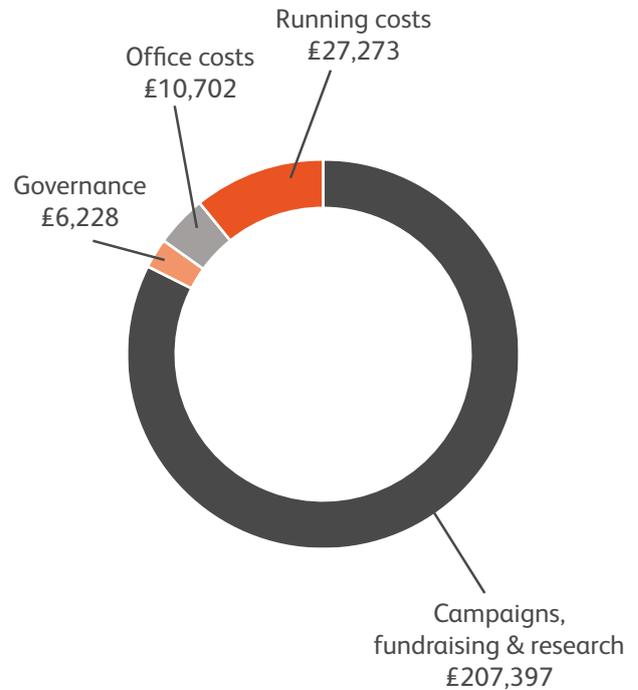


OneKind supporters zip slide the Clyde

## Income



## Expenditure



## Income from membership and donations



## Looking forward

**OneKind will continue to be a voice for Scotland's animals, conducting high impact research and investigation to identify the issues, and campaigns and advocacy work to address them. This work will benefit all animals in Scotland, and we will prioritise our efforts towards opportunities for the most change. In addition to existing campaigns, key priorities in 2020 will include:**

### Scottish elections

In the second half of 2020 we will produce a OneKind manifesto for the 2021 Scottish elections, and meet with party manifesto teams to encourage them to follow our recommendations to ensure a strong animal welfare component to their own manifestos. We will lead the More For Scotland's Animals coalition, as we did prior to the 2016 elections, to ask candidate MSPs to pledge to prioritise animal welfare in the next session.

### Farm Animal Welfare

We will publish our pioneering report on farm animal sentience and welfare in Scotland, Emotional Beings. We will continue to collaborate with the [Scottish Food Coalition](#) to campaign for Scotland to become a Good Food Nation, 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, poisoning and the culling of mountain hares on driven grouse estates, in collaboration with the [Revive coalition](#) and field investigations.

### Companion animal welfare

We will work to improve the lives of companion animals by raising awareness of challenges to their physical and mental health, and by continuing to lobby for better regulation of the pet trade to tackle puppy farming and the trading in exotic pets.

### Our charity

OneKind needs to continue to grow if it is to fulfil its ambitions. To extend our campaign and investigation work requires more resource, as our work is funded by the generosity of members and supporters. Our long-term aim is to have 5,000 members. We also rely heavily on the support of our volunteers to raise awareness and support our team. Therefore, we also plan on expanding our volunteer base and volunteering positions, as well as plan more live events with their help. OneKind volunteers are skilled and passionate supporters of our work, which is why we will be utilising their individual skills and creating positions that will allow them to contribute to our work in an area they can flourish. Additionally, growing our online volunteer group is central to our goals for 2020 to maximise our online presence. 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 resulting in better protection for all of 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 2019.

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 Janet Johnston, Miss Catherine Smith and Mrs Brenda Kobylarek who left legacies to OneKind in 2019. Their generosity will be remembered, and their legacy will be a world that is kinder to animals.



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**OneKind**  
Ending cruelty  
to Scotland's animals

