



# Memorandum

To:	Mark Watts, directors, regional managers, heads of departments (via email). Council, branch secretaries, branch animal centre managers, branch clinics, inspectors, animal welfare officers and animal collection officers (via post).		
cc:	Rhoda Hatton and branches development advisers/branch support specialists (via email).		
From:	Nigel Yeo, director of animal welfare services	Direct dial:	
Date:	19 March 2010	HQ reference:	
Subject:	RSPCA Generated Animals		

Dear all,

The concept of 'RSPCA Generated Animals' is intended to reflect those animals that are at the heart or core of the objects of a charity dedicated to the prevention of cruelty and dealing with its effects. Those that are the most abused, the most damaged and the most at risk. This will commence in full on 4<sup>th</sup> May 2010 in the national Society. We hope that branches will also wish to adopt this concept.

Primarily this will relate to animals that come into our care as a result of a case being considered under the Animal Welfare Act (or another law relating to the protection of animals) or a genuine concern that the animal is at risk of its welfare being compromised if it is not taken in to care. It also includes those that the RSPCA positively seeks eg animals through PetRetreat and Home for Life.

The decision to designate an animal as 'RSPCA generated' can be made at any point where the animal is encountered by us. This largely should be a branch, an animal centre, the NCC, a member of the inspectorate or a member of staff at a hospital or clinic. It does, of course, apply to everyone and this list is not exhaustive. Once an animal has been designated as 'RSPCA generated' it retains that 'tag' throughout its time with us.

The attached documents are intended to help you further understand why we are doing this and how to make the crucial decisions. Please find attached:

- Extract from Council paper of 16<sup>th</sup> February
- Decision table
- Internal key messages
- Verbal script for telephone use or if you have limited time
- Frequently asked questions & answers.

Please distribute this information to your teams, where possible in person to ensure the concept is fully understood. To assist with the distribution, hard copies have been sent to those not on email: inspectors, animal welfare officers, animal collection officers, branch animal centre managers, branch clinics and branch secretaries.

If you require further information for your specific area, please do not hesitate to contact the BACS department.

Best wishes,

## **RSPCA Generated Animals – extract from Council paper of 16<sup>th</sup> February 2010**

The issue has been taken forward by a working group lead by Rhoda Hatton as head of branch and animal centre support department. It sits within a wider piece of work on the Rehoming Strategy that has a Steering Group including members of Council on it.

The following imperatives for the Rehoming Strategy review have been identified.

1. Focus on RSPCA generated animals
2. Generate more income through improved customer relationship management
3. Reduce revenue costs
4. Develop a professional and standardise service
5. Reduce times between available for rehoming and adoption
6. Improve efficiency and effectiveness
7. Improve coverage of targeted services delivered direct
8. Introduce intelligence led animal welfare
9. Obtain greater utilisation of RSPCA establishments.

It is anticipated that the definition of RSPCA generated would be applied at any point where an animal is presented to the RSPCA which could be –

- A branch (with or without a centre)
- A hospital/clinic
- By way of a call to the NCC
- To a member of the Inspectorate
- At an animal centre.

A number of criteria relating to the circumstances where the animal has come from have been prepared – this of course has to be overlaid by the general consideration of the risk that an animal may be at were it not to be accepted.

The following criteria has been identified:

- Inspectorate investigation animals
- Animals taken in for welfare criteria/risk/need
- Unowned sick or unowned injured animals with NCC incident number
- Animals that have been adopted from our centres and subsequently returned
- Transfers from RSPCA animal centres
- PetRetreat and Home for Life animals
- None of the above – but RSPCA generated nonetheless
- Non-RSPCA generated.