



# 2021 2030

Strategy summary

**Together  
for animal  
welfare**

# Our strategy to 2030

## Together for animal welfare

At a time of enormous change and uncertainty about the future, there are some things we can depend on. The RSPCA is one of them. For nearly 200 years we have been at the forefront of animal welfare and that will never change. We will rescue and protect animals for as long as they need us. And we'll always work with others to push for positive change on their behalf. But as the world is changing, so must we.

This is our 2021–2030 strategy. It sets out how, in an ever-changing world, we will adapt, innovate and focus over the next decade and beyond, so that we can continue to do what we do.

**René Olivieri,**  
RSPCA Chair

**Chris Sherwood,**  
Chief Executive

### Where we are now

In 2020, we faced a challenging backdrop of:

- the climate emergency
- the COVID-19 pandemic
- changes in the way we all live, work and interact
- a new post-Brexit trade and legislative environment
- a growing recognition of loneliness and concern about mental health issues in our society.

### Where we're going

We are ambitious. Over the next decade, we want to improve the lives of more animals in England, Wales and internationally than ever before.

### How we'll get there

People will be key. As the RSPCA we will always be out on the front line rescuing and caring for animals in need. But we can't reach them all. So we will work in partnership with individuals, communities, companies and governments, to make sure no animal is left behind. We want to inspire a one million-strong movement working together for animals. Working with our branches, supporters, other animal welfare organisations and the wider community, we'll go on pushing to change the attitudes, behaviours and laws that affect animals – and we'll get there.

### Why we do it

We believe a society that treats animals with kindness and respect is a fair society that will also protect its most vulnerable people.





# Our strategy at a glance

## Our vision

A world where all animals are respected and treated with kindness and compassion.

## Our mission

To ensure animals have a good life by rescuing and caring for those in need, by advocating on behalf of all animals and by inspiring everyone to treat them with compassion and respect.

## Our beliefs

- All animals deserve a good life
- Animals' lives are important in themselves
- Animals have emotions, feelings and needs
- Animals enrich and improve our lives
- All of us can and should help to make animals' lives better

## Our values

- We are compassionate
- We are inspirational
- We are committed
- We are expert
- We act with integrity

## Our 8 ambitions

- 01** Reduce animal neglect and cruelty by half
- 02** Stop illegal puppy and kitten trading
- 03** See more than half of all UK farm animals reared to RSPCA welfare standards
- 04** End severe suffering for animals used in research
- 05** Secure legal protection for animals. Establish an Animal Protection Commission
- 06** Achieve statutory powers in England and Wales for RSPCA inspectors
- 07** Secure a UN declaration for animals
- 08** Inspire a one million-strong movement for animal welfare by 2030

## And our 5 priorities

- 01** Rescue and care
- 02** Advocacy
- 03** Prevention
- 04** Support
- 05** Organisational effectiveness

# Our vision and mission 2021–2030

## Our vision is a world where all animals are respected and treated with kindness and compassion.

This is a bold vision and we know we can't achieve it alone. It takes all of us to create a world that is kinder to animals.

## Our mission is to ensure animals have a good life by rescuing and caring for those in need, by advocating on behalf of all animals and by inspiring everyone to treat them with compassion and respect.

We have reshaped this mission to reflect the changing world and the three pillars of our work: rescue, advocacy and education.



## Our values

These principles will guide how we work with animals and our fellow humans.

### We are compassionate

- We care deeply about the lives of animals.
- We have empathy for people.
- We act with kindness and consideration at all times.

### We are inspirational

- We are life changing.
- We inspire by taking the lead.
- We speak up when others don't.
- We take brave decisions.
- We change animals' lives for the better.

### We are committed

- We never give up.
- We have energy and determination.
- We rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so.
- We advocate for all animals at risk of harm.

### We are expert

- We have expert knowledge, which we willingly share.
- We act on the basis of evidence.
- We underpin our decisions and actions with science, data and experience.

### We act with integrity

- We are honest and trustworthy.
- We do what's right.

## Our 5 core beliefs

These statements, drawn from our expertise, experience and passion for helping all animals, underpin why human interaction with animals is at the heart of our strategy:

1. All animals deserve a good life.
2. Animals' lives are important in themselves.
3. Animals have emotions, feelings and needs.
4. Animals enrich and improve our lives.
5. All of us can and should help to make animals' lives better.





# Our 8 bold ambitions

We intend to make great strides for animal welfare in England, Wales and internationally by 2030. By then – if we get it right – it will be clear to all that animal welfare is everyone’s responsibility. We’re aiming high, but it’s the right thing to do. And we believe success is within our reach.



## What we’ll do

### 01

#### Reduce cruelty by half

We’ll reduce neglect, abuse and cruelty to companion animals – including exotic pets – in England and Wales by 50 percent.

### 02

#### Prevent ‘petfishing’

We’ll end the illegal selling of puppies and kittens in the UK.

### 03

#### Boost farm animal welfare

We’ll see more than half of all the UK’s farm animals reared to RSPCA welfare standards and encourage people to eat less, eat better by encouraging people to eat less meat, fish, eggs and dairy from low welfare farms and to only choose higher welfare labels.

### 04

#### End severe suffering in research

We’ll secure a global commitment to developing, validating and accepting non-animal technologies to replace animal experiments, and put an end to severe suffering for laboratory animals.

### 05

#### Secure legal protection for animals

We’ll establish animal protection as a significant UK government goal. We want to see an Animal Protection Commission, legally established as an independent public body.

### 06

#### Help our inspectors rescue animals sooner

We’ll achieve statutory powers in England and Wales for RSPCA inspectors under the Animal Welfare Act 2006.

### 07

#### Get the UN on board for animals

We’ll secure the adoption by the United Nations of a comprehensive Universal Declaration on Animal Welfare.

### 08

#### Inspire a one million-strong movement

We’ll inspire a one million-strong movement for animal welfare by 2030, via our new Community Engagement Programme.

## How we’ll do it

We will meet all these goals by collaborating with individuals, branches, organisations, communities, colleagues in the welfare sector, governments and beyond. We’ll forge new relationships and improve existing ones, so we can reach even more animals and change the way society views animals. Developing an annual Animal Kindness Index will help us track evolving public attitudes and behaviours, and show us where we need to focus our work.

### Beliefs we need to change

- Animals are ours to exploit
- Animals don’t have emotions
- Our needs override those of animals

### What we’ll do

- Prevention
- Education
- Advocacy

### What we’ll see

- Universal acceptance that we can meet our own needs without harming animals
- Welfare-friendly changes in behaviour and lifestyles
- Legislative protection for animals

# Our 5 priorities



## 01

### **Rescue and care**

We rescue and care for animals in need

No one else rescues, cares for, rehabilitates, rehomes and releases animals in need throughout England and Wales. Our passion and determination to do this will never change. Our Inspectorate will continue to provide a vital frontline service rescuing, supporting and protecting animals, 365 days a year. We will focus our efforts on those animals most in need, who have experienced cruelty, neglect and abuse. The work we do to help these animals will continue to be underpinned by the latest evidence, knowledge and good practice.

## 02

### **Advocacy**

We change attitudes, behaviours and laws

We want to see the welfare and interests of animals at the heart of public policy making: local, national and international; social and economic. We'll consign harmful and regressive practices to the history books. Public policy and attitudes are also vital to improve the lives of millions of animals in industries such as agriculture and pharmaceuticals.

## 03

### **Prevention**

We inspire kindness and compassion towards all animals

Too many animals still suffer at the hands of humans. If we are to deliver seismic changes in animal welfare, we must do more than rescue – we must prevent abuse, neglect and exploitation from happening in the first place. We will work tirelessly to inspire kindness and compassion by supporting people with the information, knowledge, understanding and skills needed to change hearts and minds.

## 04

### **Support**

We will grow support and income

Without the generosity and commitment of our supporters, we wouldn't be able to improve the lives of animals in England, Wales and internationally. We need more people to join us in our drive to take animal welfare forward, but we know demand for funding will be increasingly competitive as the UK economy deals with the effect of the pandemic-driven recession. We will work hard to maintain the public's trust in what we do, now and always.

## 05

### **Organisational effectiveness**

We strive for excellence in all that we do

To achieve all our ambitions for animal welfare will require strong governance and leadership, a modern, inclusive and entrepreneurial culture and a robust financial foundation. We'll have fit-for-purpose systems and processes, a modern estate (the right buildings in the right locations), an effective partnership with our branch network and we'll continue to underpin all we do with high-quality scientific evidence.



# What we'll do differently

Here are just some of the ways we plan to adapt to our changing world and advance these priorities.

## Raise awareness and support

We'll improve the information, education and support we provide to help more people develop kindness, empathy and compassion. And we'll mobilise one million people in our movement for animal welfare, providing lots of engaging ways for everyone to help animals.

## Strengthen our rescue teams

Having added the new role of Animal Rescue Officer to our rescue teams, we'll continue to make the teams stronger and able to reach more animals in need, by securing new statutory powers for RSPCA inspectors.

## Collaborate

Collaboration will be a key part of our future. We'll forge partnerships with others to provide joined-up animal welfare responses, so we can be even more effective.

## Our animal journey

We will modernise and improve the pathway for animals through our care. We'll act as the gateway to animal welfare services and signpost people to our partners, so together we can help more animals.

## Animal advocacy

We'll lead and convene other animal welfare organisations that advocate for animals, so our combined reach is even greater.

## Support

We'll grow our support and income around our 200th anniversary in 2024 and beyond. We'll work harder than ever to demonstrate how we use donations to transform animals' lives and build a kinder society.



# Together for animal welfare

Bringing our new strategy into action will involve many exciting new projects. And it's people who are at the heart of our work for animals. Here are just a couple of examples of how we'll enhance this special relationship, through our work with young people and communities.



‘Prevention’ is in our name. We’ll educate, nurture and inspire the animal rescuers of the future by...

- Advancing our Generation Kind programme to reach more than 500,000 young people by 2030. We’ll make sure our Compassionate Class and Great Debate projects get to more young people every year.
- Continuing to work with a range of bodies to support vulnerable young people through our community education hubs.
- Ensuring education about animal welfare is an integral part of the national curriculum for children and young people in England and Wales.

We want to inspire a one million-strong movement for animal welfare by 2030 – because it takes all of us to create a world that is kinder to animals.

- Our ambitious new Community Engagement Programme will inform, educate and engage the public in animal welfare.
- We will be a dynamic, bold voice for change which is inclusive and encourages widespread participation.
- We will work to change attitudes and behaviours by supporting, encouraging and inspiring better informed, kinder and compassionate individuals and communities.
- The programme will work in partnership with our branches and other organisations, communities and individuals, empowering all to increase our impact for animals. We want to build a broad and diverse animal rescue coalition.

- We will review and develop the support services we offer to our network of branches. We’ll look at how we can standardise and improve them to help more communities and animals on a local level.
- Our new Engagement Programme will build on the work of our volunteers and supporters, without whom the RSPCA simply wouldn’t exist. Their incredible contribution to the RSPCA and to animal welfare over the past 197 years can’t be underestimated.
- We will test and pilot new ways of engaging volunteers, creating fresh and exciting new opportunities for people from all walks of life to help us – and help animals.

## This is where you come in...

Thank you for reading our 2021–2030 strategy.

We know that in order to create a world where all animals are respected and treated with kindness, we need governments, civil society, businesses, communities, families and individuals to share our passion for positive change. From our animal rescuers and carers to our volunteers, from those who donate money or help raise awareness, to those who lead the change through their own acts of compassion, we are all in this together.

We will work tirelessly to fulfil our strategy and we will never give up on animals.

**But we need you to join us.**

To find out how you can be part of our dynamic new movement to transform animals’ lives for the better, visit: [rspca.org.uk/strategy](https://rspca.org.uk/strategy)



**TOGETHER FOR  
ANIMAL WELFARE**

**2021  
2030**



**Royal Society for the Prevention of Cruelty to Animals**

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