



PawPrints Awards

Celebrating excellence,
inspiring change

2024 ENTRY TOOLKIT



SCAN TO ENTER

| | |
|---|----|
| Foreword | 3 |
| About the scheme | 5 |
| Exciting updates and key dates for 2024 | 6 |
| Top ten reasons to enter | 7 |
| Join the celebration! | 8 |
| Categories, tiers and criteria | 9 |
| Judging process | 12 |
| Eligibility | 12 |
| Early Bird and Referrals rewards | 13 |
| Entry guidelines | 14 |
| Tips for your submission | 15 |

Foreword



Chris Sherwood, Chief Executive Officer, RSPCA

As we celebrate the RSPCA's remarkable 200-year anniversary, it's both an honour and a privilege to introduce the RSPCA PawPrints Awards scheme. This initiative stands as a testament to our enduring commitment to improving the lives of animals.

Working together and inspiring others have been cornerstones of our mission since our founding in 1824. Two centuries on, these principles remain as vital as ever. PawPrints embodies this ethos, championing collaboration and celebrating the tireless efforts of individuals and organisations dedicated to protecting, promoting and enhancing animal welfare.

Throughout our history, the RSPCA has continuously evolved to meet new challenges and the changing needs of animals and society. PawPrints reflects this ongoing evolution, recognising innovation, compassion and excellence in animal welfare service provision and advocacy. From safeguarding stray dog welfare to innovative and impactful initiatives, each award highlights the diverse ways we can make a difference.

PawPrints serves as a beacon of hope and inspiration. It reminds us that by working together, we can create a brighter future for every animal. Whether we're promoting responsible ownership, upholding high welfare standards and legal compliance, or raising awareness and changing behaviours, every action, no matter how small, brings us closer to our shared vision of a world where animals are treated with kindness and respect.

I'm immensely proud that the PawPrints Awards scheme is a means of spotlighting the inspirational individuals and organisations who enter the scheme and join us on our mission to create a better world for animals. Together, we can make a meaningful difference to the lives of animals and build a future where every animal can thrive.

“ Working together and inspiring others have been cornerstones of our mission since our founding in 1824. ”

“ I wholeheartedly encourage individuals and organisations passionate about animal welfare to participate in the PawPrints Awards. ”



Andy Newnham, Animal Welfare Officer, London Borough of Hounslow Council

As a past recipient, I'm honoured to share my experience of the PawPrints Awards scheme and the impact it has had. PawPrints represents far more than just an accolade; it symbolises a shared commitment to making a positive difference to the lives of animals.

To our residents, staff, councillors and leadership teams, it's a tangible, visible measure of how our borough goes above and beyond in providing for stray dog and kennelled dog welfare standards.

Winning a personal Special Recognition Award was a validation of the numerous hours I spent working outside of core duties, progressing my own more specialised work on ear cropping and unlicensed breeding. This recognition has given me the opportunity to amplify my advocacy for animal welfare and inspire others to work more closely together across borough boundaries to improve animal welfare. It's also opened doors to further collaboration, enabling me to forge partnerships with like-minded individuals and external organisations, and so further extend our reach and impact.

PawPrints serves as a beacon of positivity, hope and inspiration for others working in their own capacities to improve the lives of animals. This is especially important in the current climate, where colleagues across the animal welfare sector will undoubtedly be facing one of the toughest years in recent memory. Pressures exist not just in terms of physical service demands, but also those that are mentally challenging for staff. By showcasing the range of initiatives and projects recognised by PawPrints, we not only celebrate success but also provide invaluable inspiration, guidance and support to those striving to make a difference.

Together, let's continue to champion animal welfare and support and celebrate our colleagues across the sector, knowing that our collective efforts can truly make a difference. The PawPrints Awards scheme offers a unique opportunity to showcase your commitment, inspire others, and be part of a community that's working tirelessly for every animal. I wholeheartedly encourage individuals and organisations passionate about animal welfare to participate in the PawPrints Awards. Your contributions, no matter how big or small, deserve recognition, and your involvement can serve as a catalyst for positive change in the lives of countless animals.



SCAN TO ENTER

About the scheme

For 200 years the RSPCA has been at the forefront of changing animals' lives. Since 1824 we've worked tirelessly to prevent animal cruelty, promote kindness, and alleviate the suffering of animals.

As we look towards the future, we're faced with a new set of challenges that threaten the progress we've made together for animals and their welfare. The challenges are daunting but we know we can overcome them. We've done so before, but we didn't do it alone – we did it by working together, all of us for every animal.

In that same spirit of collaboration, in 2008 we established the PawPrints Awards – the only awards scheme in England and Wales that recognises and celebrates local public sector bodies, their dedicated staff, and inspirational elected officials, for pouring their heart into protecting, promoting and enhancing animal welfare.

PawPrints isn't about meeting standards. It's a call to inspire other local public sector bodies to reach beyond legal minimums. And it's a catalyst for change, aiming to applaud excellence and ignite positive transformations for animal welfare.

Local public sector bodies can scoop up awards in five main categories: stray dog services; animal activity licensing; housing; contingency planning; and kennelling. Each category has three standard levels, with each level carrying progressively challenging criteria, so there's something for everyone who's looking to obtain an award.

There are also special awards to honour and highlight exceptional dedication, commitment and innovation towards creating a world where animals aren't just protected, they're cherished, cared for, and celebrated.

PawPrints has grown into a community where public sector bodies shine a spotlight on their achievements, contributing to a network of organisations and individuals who share a vision: a world where every animal is respected and treated with kindness and compassion. We extend an open invitation to enter the PawPrints Awards and work together to build a future filled with respect, compassion and kindness for animals.

The RSPCA is grateful to the Chartered Institute of Environmental Health (CIEH), the Institute of Licensing (IoL), the Local Government Animal Welfare Group (LGAWG) and the All-Party Parliamentary Group for Animal Welfare (APGAW) for their support for this scheme.

The **PawPrints Awards scheme offers free entry submissions**, however, there's a fee for attendance at the annual awards ceremony, which also includes a half-day training session. Depending on eligibility, discounts for awards ceremony tickets are available through the Early Bird or Referrals rewards schemes (see pages 6 and 13).

FIND OUT MORE

Please get in touch if you have any questions or would like more information or advice.
lee.gingell@rspca.org.uk | politicalaffairs@rspca.org.uk
politicalanimal.rspca.org.uk | rspca.org.uk | X: [@RSPCA_PATeam](https://twitter.com/RSPCA_PATeam) and [@RSPCA_official](https://twitter.com/RSPCA_official)



Exciting updates and key dates for 2024



We're thrilled to commemorate two significant milestones in 2024: our 200-year anniversary and the 100-year anniversary of our Public Affairs team, the driving force behind the PawPrints Awards scheme.

To celebrate, here are some additions to the PawPrints Awards.

Massingham Advocacy Award

This new category honours elected officials who've shown exceptional dedication in championing animal welfare. It's a tribute to their tireless efforts to change laws, minds and practices to create a world where every animal is respected and treated with kindness and compassion. For more information, see page 11.

Early Bird and Referrals rewards discount schemes

In a bid to make participation even more rewarding, we're introducing two discount schemes. Early Bird offers a generous 10 percent off tickets to the prestigious annual PawPrints awards ceremony. Referrals offers between 10 percent and 20 percent off tickets to the ceremony, along with a complimentary ticket for the individual who refers the highest number of successful new entrants to the scheme. For more information, see page 13.

Platinum Award tier's second year

Following its successful debut last year in celebration of PawPrints' 15th anniversary, we're pleased to announce that we're continuing the Platinum Award. This elite tier acknowledges organisations that have consistently demonstrated unwavering commitment to animal welfare, having earned a Gold Award for five or more consecutive years.

| | | |
|--------------------------------|--------------------------|--|
| Open for entries | 29 April 2024 | The entry period officially begins, allowing individuals and organisations to submit entries. |
| Early Bird submission deadline | 30 June 2024 | The Early Bird entry window closes. Entrants must submit documentation before this date to be considered eligible for the Early Bird discount. |
| Regular submission deadline | 28 July 2024 | The deadline for entrants to submit supporting documentation to be considered for the awards. |
| Announcement of winners | 26 August 2024 | Awardees in each category are publicly announced. |
| Ticket sales open | | Tickets for the awards ceremony are available. |
| Ticket sales close | 29 September 2024 | Tickets for the awards ceremony are no longer available. |
| Awards ceremony | November 2024 (date TBC) | The winners are announced and their achievements celebrated. |



Top ten reasons to enter

- 1. Advancing animal welfare**
Ensure every animal is treated with respect, kindness, and compassion.
- 2. Public recognition**
Gain acknowledgment for efforts in animal welfare, showcasing commitment and positive impact.
- 3. Reputation boost**
Enhance credibility and trust among residents and stakeholders through RSPCA recognition.
- 4. Employee morale**
Recognise dedication and foster pride and engagement within teams.
- 5. Benchmarking**
Measure practices against RSPCA standards for continuous improvement.
- 6. Networking**
Connect for collaboration, exchanging knowledge and expertise.
- 7. Community engagement**
Strengthen ties with communities through positive contributions.
- 8. Education outreach**
Share best practices to promote responsible pet ownership.
- 9. Resource access**
Unlock opportunities for partnerships and resources.
- 10. Inspirational leadership**
Inspire others with success stories to catalyse wider change.



Join the celebration!

Each year, we proudly host our annual awards ceremony, a gathering where we honour and applaud the remarkable achievements of our winners.

This year, the festivities are taking place in November at a venue in London. We'll be in touch with more details later this year, including how you can secure your tickets.

The event spans a full day, offering ample opportunities to gain and share knowledge and expertise, connect with like-minded individuals, and bask in the celebrations as we pay tribute to the unwavering dedication and commitment of countless awardees devoted to protecting, promoting and enhancing animal welfare.

This year you can get discounted tickets if you order your tickets early or refer new entrants to the scheme who go on to be successful (see page 13).

Don't miss out on this chance to be part of an unforgettable celebration of compassion and advocacy for animals. Keep a lookout for more information, mark your calendars and get ready to join the celebration.



SCAN TO ENTER

Categories, tiers and criteria

Main award categories

PawPrints celebrates excellence in five areas of service provision, each designed to honour outstanding efforts in animal welfare and responsible ownership.

Stray dogs

This award commends efforts to safeguard the welfare of stray dogs and promotes responsible pet ownership. Criteria include proficient handling, welfare considerations, and behavioural training for staff. We also look at procedures for sick and injured strays, microchipping enforcement, and promoting responsible ownership.

Animal activity licensing

This award recognises efforts to protect and promote the welfare of every animal involved in licensable activities by upholding the highest standards of animal welfare and legal compliance. Criteria include a comprehensive licensing policy, a robust complaints procedure, qualified experts list, promoting responsible ownership, socialisation and training provisions, prosecution procedures, and proactive monitoring and investigation of unlicensed activities.

Housing

This award commends efforts to protect the welfare of pets belonging to social housing tenants and promote responsible pet ownership. Criteria include a flexible housing policy accommodating pets, a defined complaints procedure, a ban on breeding/selling animals, and provision of resources and support to promote responsible ownership.

Contingency planning

This award recognises efforts to protect animal welfare by ensuring every animal, and their welfare, is considered and properly included in contingency and emergency planning. Criteria include identifying temporary animal shelters with evacuation plans, disseminating preparedness information to residents, maintaining contact lists of veterinary practices and welfare organisations, and involving them in contingency planning.

Kennelled dogs

This award commends efforts to protect, promote and improve the welfare of dogs within kennelling facilities. Criteria include meeting dogs' welfare needs according to RSPCA standards, collaborating with qualified behaviour specialists, and implementing initiatives to enhance overall dog welfare.

Each PawPrints category offers three standard tiers: bronze, silver and gold, reflecting progressively challenging criteria. There's also an elite platinum tier, awarded to recipients of the gold tier PawPrints award for five or more consecutive years. These tiers cater to every local public sector body, encouraging their commitment to animal welfare and continuous improvement in policies, practices, and procedures.

PawPrints award winners receive a certificate commemorating their achievements. You'll also be able to use the RSPCA PawPrints logo (in platinum, gold, silver or bronze) on council publications, both online and offline, for a 12-month period.

REMEMBER

Please refer to the terms and conditions of entry and logo usage on our website, along with a downloadable, full copy of the criteria for each category.



Special award categories

The PawPrints Awards scheme offers special awards, including the Special Recognition and Innovator in Animal Welfare awards. In 2024, in recognition of the RSPCA's 200-year anniversary and the Public Affairs team's 100-year anniversary, we're introducing the Massingham Advocacy Award.

Special Recognition Award

This award celebrates public sector bodies or individual staff members who have demonstrated exceptional commitment and dedication to animal welfare over the past year, serving as inspiring examples to others and promoting kindness, respect and compassion towards animals. The judging panel will evaluate entries based on the following criteria (this list is not exhaustive).

- **Commitment to animal welfare** The extent to which the nominee has demonstrated exceptional dedication and commitment to the welfare of animals.
- **Inspiration and leadership** How effectively the nominee has served as an inspiring example to others within the public sector or community, promoting kindness, respect and compassion towards animals.
- **Impact and results** The tangible outcomes or results achieved by the nominee's efforts in promoting animal welfare over the past year.
- **Innovation and creativity** Any innovative approaches or strategies employed by the nominee to address challenges in animal welfare, showcasing creativity and ingenuity in their efforts.
- **Community engagement** The extent to which the nominee has engaged with and involved the community in their efforts to promote animal welfare, fostering collaboration and support.



SCAN TO ENTER

Innovator in Animal Welfare Award

This award celebrates public sector bodies or individual staff members who have created, developed and implemented innovative strategies and initiatives to address specific challenges and issues aimed at protecting, promoting and enhancing animal welfare. The judging panel will evaluate entries based on the following criteria (this list is not exhaustive).

- **Originality and creativity** The degree of originality and creativity demonstrated by the nominee in developing and implementing innovative strategies or initiatives aimed at improving animal welfare.
- **Effectiveness and efficiency** The effectiveness and efficiency of the nominee's innovations in addressing specific challenges or issues related to animal welfare.
- **Scalability and sustainability** The potential for the nominee's innovations to be scaled up and sustained over time, ensuring long-term benefits for animal welfare.
- **Adaptability and flexibility** The nominee's ability to adapt their innovations to different contexts or challenges within the field of animal welfare, demonstrating flexibility and versatility.
- **Impact on animal welfare** The measurable impact or outcomes achieved by the nominee's innovative strategies or initiatives in protecting, promoting and enhancing animal welfare.

NEW Massingham Advocacy Award

This award celebrates elected officials who've shown outstanding dedication and commitment to advocating for every animal and their welfare. It recognises their positive contributions to the national debate and efforts to change minds, laws and practices. The judging panel will evaluate entries based on the following criteria (this list is not exhaustive).

- **Advocacy leadership** The nominee's leadership role in advocating for animal welfare within their elected position, demonstrating dedication and commitment to the cause.
- **Impactful advocacy efforts** The effectiveness and impact of the nominee's advocacy efforts in influencing the national debate and promoting positive change for animals.
- **Legislative and policy contributions** Any significant contributions or efforts made by the nominee towards changing laws and policies to improve animal welfare at a national level.
- **Public awareness and education** The nominee's efforts in raising public awareness and educating the community about animal welfare issues, contributing to a shift in societal attitudes and behaviours.
- **Collaboration and partnership** The nominee's ability to collaborate with other stakeholders, organisations and community members to advance the cause of animal welfare through advocacy efforts.

Judging process

To uphold transparency and safeguard the integrity of the PawPrints Awards, categories have different judging processes.

Main category PawPrints awards

Submissions are evaluated by the RSPCA Public Affairs team to ensure they align with all criteria within the chosen category and tier. They're also vetted by the RSPCA Inspectorate.

Special Recognition and Innovator in Animal Welfare awards

Submissions are reviewed, assessed and awarded by a panel of judges made up of RSPCA representatives and industry and academic experts in animal welfare.

Massingham Advocacy Award

Submissions are considered and assessed by the RSPCA's Public Affairs team, with final awards bestowed by Chris Sherwood, the RSPCA's CEO.

Eligibility

Main awards

Local public sector bodies responsible for delivering animal welfare-related services are eligible to apply for the main awards. This includes organisations such as local authorities, partnerships of local authorities, registered social housing providers, and local resilience forums. For the PawPrints Kenneling Award, eligibility extends to kenneling providers operated and managed by local authorities, partnerships of local authorities, or private establishments under contract with either entity.

Special awards

We welcome applications for the Special Recognition and Innovator in Animal Welfare awards from a wide range of stakeholders, including local authorities, local authority partnerships, registered social housing providers, multi-agency groups, police, fire and rescue services, and military entities. Entries can come from specific individuals, teams or organisations.

The Massingham Advocacy Award is open exclusively to elected officials, including councillors, MPs, MSs, peers, mayors, and police and crime commissioners.

Nominations for the special awards can either be self-nominated or submitted by a third party.



SCAN TO ENTER



Early Bird and Referrals rewards

Unlock exclusive benefits by taking early action and spreading the word.

- **Early Bird** Secure your spot in the scheme before 30 June 2024 to receive a 10 percent discount on tickets to the prestigious PawPrints awards ceremony in London later this year, for you and your party.
- **Referrals** Spread the word about our scheme and reap the rewards. For each successful referral of new individuals or organisations, you'll earn between 10 and 20 percent off tickets to the PawPrints awards ceremony for you and your party. The person with the highest number of successful referrals will receive a complimentary ticket to the awards ceremony.

The Early Bird and Referrals rewards can be combined, so you would qualify for a 30 percent discount if you met the Early Bird criteria and referred five or more successful PawPrints awardees.

| Discount scheme | Eligibility | Discount | How to claim |
|-----------------|---|---|--|
| Early Bird | Submit supporting documentation on or before 30 June 2024. | 10 percent off the cost of a ticket to the PawPrints awards ceremony for you and your party. | Submit supporting documentation on or before 30 June 2024. |
| Referrals | Refer at least one new successful entrant to the PawPrints Awards scheme. | Between 10 and 20 percent off the cost of one ticket to the annual PawPrints awards ceremony. The value of the discount depends on how many successful entrants you refer. 1–2 referrals: 10 percent 3–4 referrals: 15 percent 5+ referrals: 20 percent The person who refers the most successful new entrants will win a complimentary ticket. | Each of your referrals must state your name on their entry form. |

Entry guidelines

How to enter

To enter, go to: politicalanimal.rspca.org.uk/en/submit-your-entry. There you'll find the entry form for the main and special award categories, as well as a step-by-step guide to applying.

Complete the entry form to formally register your entry. We will then be in touch to confirm your entry.

Your next step is to gather and submit supporting documentation, emailing it to Lee Gingell at: lee.gingell@rspca.org.uk

Entries must be submitted no later than 28 July 2024. Entries received after this date may not be considered.

We strongly advise you to allow ample time for the preparation and submission of your supporting documents. Please make sure you're familiar with the criteria for the category or categories you're entering, our terms of entry, and the conditions of logo use. You can find and download all of these at: politicalanimal.rspca.org.uk

If you have any technical issues while completing your entries, please email: lee.gingell@rspca.org.uk

Supporting documentation

- **Main awards** For entries in the main award categories, please make sure that your documentation is concise and clear and highlights how your submission aligns with the specified criteria. While there's no mandatory template or format, we suggest including a document (not exceeding one side of A4) outlining the criteria and indicating where in your submission each criterion is addressed. We welcome creative submissions incorporating case studies, press clippings, images, videos, or any other relevant elements.
- **Special awards** Documentation supporting entries in the special award categories shouldn't exceed 2,000 words and must illustrate how the nominee satisfies the relevant criteria. While the criteria for special award categories are more flexible than those for the main awards, specific elements still need to be addressed. Creative materials such as case studies, press clippings, images, videos, or other innovative content are encouraged but not mandatory.



SCAN TO ENTER



Tips for your submission

- **Understand the criteria** Familiarise yourself thoroughly with the specific criteria of your chosen award category, so you know exactly what's expected and can tailor your submission (or submissions) accordingly.
- **Pay attention to detail** Pay close attention to the finer details of your submission and check it's clear and coherent.
- **Stay organised** Keep track of deadlines, submission requirements, and any additional materials needed for the entry process.
- **Take an evidence-based approach** Provide concrete evidence, such as examples, statistics or testimonials to support your entry and help demonstrate how you've met or exceeded the criteria.
- **Show continuous improvement** Demonstrate a commitment to continuous learning and improvement in areas relevant to the award criteria, illustrating how you and your work have evolved over time.
- **Show networking and collaboration** Highlight instances where your collaborations have contributed to meeting the award criteria, showing how you engage with others in your field, collaborate on projects, and build meaningful connections.
- **Show impact and influence** Showcase the tangible, positive impact of your work on or contributions to animal welfare and illustrate how your actions have made a difference and influenced positive change.
- **Reflect and refine** Take time to reflect on and review your submission – identify areas for improvement and refine it to better align with the award criteria, as needed.








SCAN TO ENTER

FURTHER INFORMATION

Please get in touch if you have any questions or need more information or assistance.
Keep an eye on our X account as we'll be posting updates on the scheme.

lee.gingell@rspca.org.uk | politicalaffairs@rspca.org.uk | politicalanimal.rspca.org.uk
rspca.org.uk | X: @RSPCA_PATeam and @RSPCAofficial

RSPCA.

Royal Society for the Prevention of Cruelty to Animals
Parkside, Chart Way, Horsham RH12 1GY ■ 0300 1230 100
rspca.org.uk  facebook.com/RSPCA  twitter.com/RSPCA_official  instagram.com/rspca_official
 tiktok.com/@rspca_official  linkedin.com/company/rspca
The RSPCA helps animals in England and Wales ■ Registered charity no. 219099
The RSPCA only exists with the support of public donations

© RSPCA 2024. All rights reserved. This material must not be reproduced or used in any manner whatsoever without the express written permission of the RSPCA.



SCAN TO ENTER