

PawPrints Awards 2025: FAQs

The PawPrints Awards recognise public sector organisations and individuals who go above and beyond to improve animal welfare. This FAQ document provides answers to common questions about eligibility, entry requirements, judging, and the awards ceremony.

General Questions

What are the PawPrints Awards?

The PawPrints Awards celebrate public sector organisations and individuals who exceed statutory requirements to improve animal welfare. Established in 2008, the awards encourage best practices and highlight innovative approaches to animal welfare services.

Who can enter the PawPrints Awards?

The awards are open to local authorities, housing providers, emergency services, and other public sector bodies in England and Wales. Individuals working within these organisations can also be recognised in special award categories.

Why should I enter?

Winning a PawPrints Award provides national recognition from the oldest and largest animal welfare charity in the UK, enhances credibility, and helps inspire others to adopt best practices in animal welfare.

Is there a cost to enter?

No, entering the PawPrints Awards is completely free.

Eligibility and Entry Process

What are the award categories?

The PawPrints Awards have three main types of categories:

1. **Core Categories:** Recognising public sector organisations delivering animal welfare-related provisions such as stray dog services, licensing, housing, emergency planning, and kennelling.
2. **Champions Categories:** Highlighting organisations addressing specific welfare challenges, such as pets in care, animal hoarding, and animals and fireworks.
3. **Special Awards:** Celebrating individuals, teams, and partnerships making exceptional contributions to animal welfare.

How do I enter the PawPrints Awards?

1. **Explore Categories** - Choose from core, Champions or special award categories.
2. **Check Criteria** - Ensure your work meets the award guidelines and criteria.
3. **Enter the Scheme** - Use the online entry portal (live from 31st March 2025) or enter via email.
4. **Gather Supporting Evidence** - Provide policies, reports, case studies and images.
5. **Submit Your Evidence** - Email your supporting evidence to Lee Gingell (lee.gingell@rspca.org.uk).

6. **Await Results** - Winners will be announced on 19th August 2025.

Can I enter more than one category?

Yes! Organisations and individuals can enter multiple categories if their work aligns with the relevant criteria.

What supporting materials should I include?

- Evidence of impact (e.g., policies, project reports, testimonials)
- Photos or videos demonstrating initiatives
- Statistical or qualitative data showing improvements in animal welfare

What if I miss the deadline?

Late entries cannot be considered, so we encourage you to submit well before the deadline.

Key Dates

- **Entries Open: 31st March 2025** - the online entry portal link will be published online when the entry period opens.
- **Early Bird Deadline: 13th June 2025** - submit evidence early for additional benefits.
- **Final Entry Deadline: 18th July 2025** - last chance to enter.
- **Winners Announced: 19th August 2025** - successful entrants will be notified by email.
- **Awards Ceremony: November 2025 (TBC)** - join us for a night of celebration and recognition.

Judging and Awards

How are entries judged?

Entries are reviewed based on specific criteria depending on the category type:

- **Core Categories:** Reviewed by the RSPCA against the specific criteria set for each category and level.
- **Champions Categories:** Reviewed by the RSPCA against the relevant category criteria.
- **Special Recognition and Innovator in Animal Welfare Awards:** Judged by a panel of experts from the RSPCA and the animal welfare sector.
- **Massingham Advocacy and Withnall Partnerships Awards:** Judged by the RSPCA alongside representatives from relevant parts of the organisation.

What do winners receive?

Award winners receive:

- A digital and physical award certificate
- National recognition via RSPCA communications
- An invitation to the PawPrints Awards Gala
- Access to networking and promotional opportunities

Awards Ceremony

When, where, and how much is the awards ceremony?

The final details and ticket prices are yet to be confirmed. Last year, the event took place in November in London. In 2025, it is likely the event will take place in the West Midlands area at the same time of year (i.e. November).

More information will be announced in late summer 2025.

How do I get tickets?

Tickets will be available to purchase closer to the event. Early bird discounts may apply for award entrants.

Can I bring guests?

Yes, but availability may be limited. More details will be shared once ticket sales open.

Sponsorship and Contact Information

How can my organisation sponsor the PawPrints Awards?

We offer sponsorship packages that provide unique ways to support the event and showcase your commitment to animal welfare. For more information, contact Lee Gingell (lee.gingell@rspca.org.uk).

Who can I contact for more information?

For any queries, please contact:

- Lee Gingell - lee.gingell@rspca.org.uk
- Public Affairs Team - politicalaffairs@rspca.org.uk