



# PAWPRINTS AWARDS 2025

## TERMS OF ENTRY

### TERMS OF ENTRY (“CORE CATEGORIES”)

1. The PawPrints award scheme (the “Scheme”) recognises positive aspects of animal welfare in relation to the provision of certain local authority services during the financial year 2024/25 at three levels: bronze, silver and gold (each a “PawPrint”). In these terms, “you” refers to the local authority and “we” or “us” refers to the RSPCA.
2. The Scheme offers further recognition for organisations through the following enhanced award levels:
  - 2A. Platinum is awarded to organisations that have successfully obtained a Gold PawPrint in the same category for five or more consecutive years.
  - 2B. Gold Plus is awarded to organisations achieving Gold PawPrints in four or more core categories within the same award year.
  - 2C. Platinum Plus<sup>1</sup> is awarded to organisations achieving Platinum PawPrints in four or more core categories within the same award year.
3. In return for your completing the entry questionnaire and supplying all requisite material, we will enter your local authority into the Scheme, giving your local authority the opportunity to be awarded a PawPrint. If you are awarded a PawPrint, you will be granted a licence to use the PawPrint logo for a period of 12 months, subject to compliance with the conditions of use. In particular, we draw your attention to clause 10 of the logo conditions of use.
4. . You warrant that the information and material you have provided is accurate and not misleading and that you will notify us immediately (whether before or after any PawPrint has been awarded) if you become aware that any information or material supplied is inaccurate or misleading in any respect. In the event that your local authority is awarded a PawPrint, you undertake to notify us of any change in your authority’s policies or practices which relates, however incidentally, to that PawPrint, during the one-year period following the award of the PawPrint.
5. . We regret that we are unable to return any information or material provided to us.
6. . In consideration of the RSPCA entering your organisation into the Scheme, you grant the RSPCA the non-exclusive licence to use, copy and reproduce any information and material supplied by you as part of entering the Scheme for the purposes only of judging and publicising the Scheme and use in connection with other ongoing or future RSPCA work. The RSPCA warrants and undertakes that any such information or material supplied by you will not be used in a manner that is defamatory to your organisation.
7. . The panel of judges comprises representatives of the RSPCA. The judges will determine, using such criteria as they think fit and taking into account the information you have provided and any supporting evidence or information which we may require, whether or not you will be awarded a PawPrint. The decision of the judges is final.
8. . We reserve the right, at our sole discretion, to waive the requirement for supporting evidence in circumstances where:

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<sup>1</sup> **Please note:** To be eligible for Platinum Plus, your organisation must have achieved Platinum in four or more categories within the same award year. A combination of Platinum in one category and Gold in three others would not qualify for Platinum Plus but may qualify for Gold Plus, provided the four Gold-level awards are met. Gold Plus and Platinum Plus are strictly awarded based on achieving the same level (Gold or Platinum, respectively) across multiple categories.



- (a) the information provided is publicly verifiable;
- (b) the practice or outcome has already been independently assessed by the RSPCA; or
- (c) a previous submission has already demonstrated sufficient evidence of the same practice.

Any such waiver shall not set a precedent and does not affect our right to request evidence in future years or from other entrants.

## **TERMS OF ENTRY (“HERO CATEGORIES”)**

1. The PawPrints Hero Awards (the “Awards”) celebrate innovation, collaboration, and leadership in tackling specific and emerging animal welfare challenges across the public sector. In these terms, “you” refers to the entrant and “we” or “us” refers to the RSPCA.

2. Entries must relate to activity delivered between April 2024 and March 2025 and should demonstrate measurable impact, effective collaboration, and relevance to one of the following five Hero Categories:

- 2A. Care Act Heroes
- 2B. Public Awareness Heroes
- 2C. Mental Health and Welfare Heroes
- 2D. Fireworks Action Heroes
- 2E. Responsible Ownership Heroes

3. In return for you submitting the requisite information and material, we will enter nominees into the relevant Hero Category, giving nominees the opportunity to be given an Award. If given an Award, nominees will be granted a licence to use the Award logo subject to compliance with the conditions of use.

4. You warrant that the information and material you have provided is accurate and not misleading and that you will notify us immediately (whether before or after any Award has been given) if you become aware that any information or material supplied is inaccurate or misleading in any respect. In the event that the nominee is given an Award, you and the nominee undertake to notify us of any change in policies or practices which relates, however incidentally, to that Award, during the one-year period following the grant of the Award.

5. We regret that we are unable to return any information or material provided to us.

6. In consideration of the RSPCA entering your organisation into the Award scheme, you grant the RSPCA the non-exclusive licence to use, copy and reproduce any information and material supplied by you as part of entering the Award scheme for the purposes only of judging and publicising the Award scheme and use in connection with other ongoing or future RSPCA work. The RSPCA warrants and undertakes that any such information or material supplied by you will not be used in a manner that is defamatory.

7. The panel of judges comprises representatives of the RSPCA and may include independent or external experts. The judges will determine, using such criteria as they think fit and taking into account the information you have provided and any supporting evidence or information which we may require, whether or not the nominee will be granted a Hero Award. The decision of the judges is final.

## TERMS OF ENTRY (“SPECIAL CATEGORIES”)

### INNOVATOR IN ANIMAL WELFARE AWARD

1. The PawPrints Innovator in Animal Welfare Award (the “Award”) recognises innovation in relation to an activity or service as it relates to animal welfare. In these terms, “you” refers to the entrant and “we” or “us” refers to the RSPCA.
2. In return for you submitting the requisite information and material, we will enter nominees into the Award scheme, giving nominees the opportunity to be given an Award. If given an Award, nominees will be granted a licence to use the Award logo subject to compliance with the conditions of use.
3. You warrant that the information and material you have provided in your submission is accurate and not misleading and that you will notify us immediately (whether before or after any Award has been given) if you become aware that any information or material supplied is inaccurate or misleading in any respect. In the event that the nominee is given an Award, you and the nominee undertake to notify us of any change in policies or practices which relates, however incidentally, to that Award, during the one-year period following the grant of the Award.
4. We regret that we are unable to return any information or material provided to us.
5. In consideration of the RSPCA entering your organisation into the Award scheme, you grant the RSPCA the non-exclusive licence to use, copy and reproduce any information and material supplied by you as part of entering the Award scheme for the purposes only of judging and publicising the Award scheme and use in connection with other ongoing or future RSPCA work. The RSPCA warrants and undertakes that any such information or material supplied by you will not be used in a manner that is defamatory.
6. The panel of judges comprises representatives of the RSPCA and three external judges. The judges will determine, using such criteria as they think fit and taking into account the information you have provided and any supporting evidence or information which we may require, whether or not the nominee will be given an Award. The decision of the judges is final.

### SPECIAL RECOGNITION AWARD

1. The PawPrints Special Recognition Award (the “Award”) offers special recognition in relation to an activity or service as it relates to animal welfare. In these terms, “you” refers to the entrant and “we” or “us” refers to the RSPCA.
2. In return for you submitting the requisite information and material, we will enter nominees into the Award scheme, giving nominees the opportunity to be given an Award. If given an Award, nominees will be granted a licence to use the Award logo subject to compliance with the conditions of use.
3. You warrant that the information and material you have provided in your submission is accurate and not misleading and that you will notify us immediately (whether before or after any Award has been given) if you become aware that any information or material supplied is inaccurate or misleading in any respect. In the event that the nominee is given an Award, you and the nominee undertake to notify us of any change in policies or practices which relates, however incidentally, to that Award, during the one-year period following the grant of the Award.
4. We regret that we are unable to return any information or material provided to us.
5. In consideration of the RSPCA entering your organisation into the Award scheme, you grant the RSPCA the non-exclusive licence to use, copy and reproduce any information and material supplied by you as part of entering the Award scheme for the purposes only of judging and publicising the Award scheme and use in connection with other ongoing or future RSPCA work. The RSPCA warrants and undertakes that any such information or material supplied by

you will not be used in a manner that is defamatory.

6. The panel of judges comprises representatives of the RSPCA and three external judges. The judges will determine, using such criteria as they think fit and taking into account the information you have provided and any supporting evidence or information which we may require, whether or not the nominee will be given an Award. The decision of the judges is final.

## **MASSINGHAM ADVOCACY AWARD**

1. The PawPrints Massingham Advocacy Award (the "Award") recognises elected representatives for advocacy as it relates to animal welfare. In these terms, "you" refers to the entrant and "we" or "us" refers to the RSPCA.
2. In return for you submitting the requisite information and material, we will enter nominees into the Award scheme, giving nominees the opportunity to be given an Award. If given an Award, nominees will be granted a licence to use the Award logo subject to compliance with the conditions of use.
3. You warrant that the information and material you have provided in your submission is accurate and not misleading and that you will notify us immediately (whether before or after any Award has been given) if you become aware that any information or material supplied is inaccurate or misleading in any respect. In the event that the nominee is given an Award, you and the nominee undertake to notify us of any change in policies or practices which relates, however incidentally, to that Award, during the one-year period following the grant of the Award.
4. We regret that we are unable to return any information or material provided to us.
5. In consideration of the RSPCA entering your organisation into the Award scheme, you grant the RSPCA the non-exclusive licence to use, copy and reproduce any information and material supplied by you as part of entering the Award scheme for the purposes only of judging and publicising the Award scheme and use in connection with other ongoing or future RSPCA work. The RSPCA warrants and undertakes that any such information or material supplied by you will not be used in a manner that is defamatory.
6. The panel of judges comprises representatives of the RSPCA. The judges will determine, using such criteria as they think fit and taking into account the information you have provided and any supporting evidence or information which we may require, whether or not the nominee will be awarded a PawPrint. The decision of the judges is final.

## **WITHNALL PARTNERSHIPS AWARD**

1. The PawPrints Withnall Partnerships Award (the "Award") recognises outstanding collaborative working between organisations to improve animal welfare. In these terms, "you" refers to the entrant and "we" or "us" refers to the RSPCA.
  - 1A. Eligible partnerships must include the RSPCA and involve at least one public-sector enforcement, statutory, or regulatory agency - such as local authorities, police forces, or relevant government departments. They may also include other animal welfare organisations or relevant stakeholders. The partnership must demonstrate a meaningful and sustained impact on animal welfare. This can include, but is not limited to, joint work around enforcement, data sharing, operations, or animal welfare policy implementation. Both formal and informal collaborations will be considered. Nominations can be submitted by any participating organisation within the partnership.
2. In return for you submitting the requisite information and material, we will enter nominees into the Award scheme, giving nominees the opportunity to be given an Award. If given an Award, nominees will be granted a licence to use the Award logo subject to compliance with the conditions of use.

3. You warrant that the information and material you have provided in your submission is accurate and not misleading and that you will notify us immediately (whether before or after any Award has been given) if you become aware that any information or material supplied is inaccurate or misleading in any respect. In the event that the nominee is given an Award, you and the nominee undertake to notify us of any change in policies, practices, or partnerships which relates, however incidentally, to that Award, during the one-year period following the grant of the Award.

4. We regret that we are unable to return any information or material provided to us.

5. In consideration of the RSPCA entering your organisation or partnership into the Award scheme, you grant the RSPCA a non-exclusive licence to use, copy and reproduce any information and material supplied by you as part of entering the Award scheme for the purposes only of judging and publicising the Award scheme and use in connection with other ongoing or future RSPCA work. The RSPCA warrants and undertakes that any such information or material supplied by you will not be used in a manner that is defamatory.

6. The panel of judges comprises representatives of the RSPCA. The judges will determine, using such criteria as they think fit and taking into account the information you have provided and any supporting evidence or information which we may require, whether or not the nominee will be granted a Withnall Partnerships Award. The decision of the judges is final.