

## CIPR Pride Awards 2014 Entry



### **WINNING HEARTS AND MINDS**

**Presenting The Arguments Against a Cull  
Through the Wounded Badger Patrols**

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## Background and Introduction

In March 2012 the government announced that pilot badger culls would take place in two 'bovine TB hotspots' - Somerset and Gloucestershire. An independent scientific review in 2007 had concluded that, at best, culling would only reduce the spread of the disease by 16%. National animal charities had presented legal challenges and promoted alternative solutions within the press and government.

A regional voluntary group, Gloucestershire Against Badger Shooting (GABS) quickly formed and, following a concerted lobby campaign based on the scientific evidence and rational debate, succeeded in gaining three out of four councils to vote against culling on public land; significant media coverage and interest and public opinion mounting against the cull<sup>1</sup>. Despite both the national and local campaigning the government announced it would start a cull from June 2013. GABS now needed a fresh campaign that would sustain interest in, and present the arguments against the cull while it took place.

## Campaign Objectives

- To recruit 200 people to a specific campaign during the cull in Gloucestershire.
- To represent the typical Gloucestershire opponent and in doing so present a more rational argument from this particular stakeholder group.
- To sustain coverage of the arguments against a cull within the media.

## Strategy

DEFRA had stated that some badgers would not be killed outright but wounded. GABS identified that a significant number of those against the cull wanted to do more than 'armchair lobbying' in the campaign, but who had never taken part in any 'direct action'.

GABS created the Wounded Badger Patrols. Organised groups who would walk public footpaths legally during the cull to look for the injured badgers.

The Wounded Badger Patrollers could then be asked to present their arguments against the cull publicly.

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<sup>1</sup> 92% Against the Cull in poll conducted by [www.thisisgloucestershire.co.uk](http://www.thisisgloucestershire.co.uk) in 2012

Critical to the successful positioning of the patrols was ensuring

- 1 They were seen as separate from other campaign groups, such as hunt saboteurs (see how this group described Wounded Badger Patrols in Appendix 1)
- 2 Strong messaging to the media of the peaceful, law abiding nature.
- 3 Transparent, regular briefings with the police.
- 4 Communication with national charity PR's working on similar campaigns.

## **Tactics**

### **Recruitment:**

To successfully recruit campaigners (ie those against the cull, willing to act peacefully and within the law) the Wounded Badger Patrols needed to be perceived as:

- 1 Reputable.  
A brand identity was created for use on recruitment material and hi-vis vests for patrols (see appendix 1).
- 2 Law abiding, peaceful and non-intimidating.  
A protocol was drafted on necessary behaviour for every patroller to sign.
- 3 Well organized. Inductions and regular briefings provided.

Recruitment was organised through local press coverage. See example in Appendix 1.

### **Presenting rational arguments through typical Gloucestershire opponent:**

- 1 Photos and profiles of patrollers were supplied to the media.
- 2 Patrollers were asked to take part in media interviews and to contact other stakeholders, including MPs about their experiences and views.
- 3 A series of news releases were issued with substantiated arguments against the cull (see Appendix 2).

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### **Sustaining coverage of the arguments against culling within the media.**

- 1 The progress of the patrols and incidences during the cull were released.
- 2 Media were invited to join patrols.
- 3 High profile wildlife campaigners were invited to join patrols.

### **Implementation Schedule**

<b>Date</b>	
June	Recruitment and training of Wounded Badger Patrols
July	Progress of patrols to media. Meeting with police to outline planned activity.
August	Continued recruitment to patrols.
September	Cull start. Media invitation to first night of patrolling. Sustained media releases to maintain interest through different angles. Invitation to high profile campaigners.
October	Cull due to end, results publicised.
November	Cull extension

### **Outcomes against objectives:**

#### **Recruitment**

- 1 400 people joined the Wounded Badger Patrols from 1<sup>st</sup> June 2013.

Between them they walked and peacefully campaigned for 20,316 hours.

The profile met the objective of peaceful, law-abiding residents within the county.  
See example picture in appendix 2.

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## Representing the typical Gloucestershire opponent and presenting rational arguments

- 1 Language used to describe animal welfare campaigners often suggests they represent a minority ('extremist'), are emotionally driven ('animal lovers') and sometimes willing to act in unlawful ways to protect a species. See Independent 31/07/2011 and Times 26/10/12 in Appendix 3.

Reports on the Wounded Badger Patrols and their activity used language that represented the more rational, mainstream profile that were taking part, e.g. 'hardy protestors' and 'diverse group of people coming together to carry out nightly patrols'. See Appendix 4

- 2 Given their law abiding, peaceful mandate, the patrols offered an opportunity for the media to meet patrollers and hear their rational arguments. Hear report from Russian radio as an example.  
[http://voiceofrussia.com/uk/news/2013\\_10\\_29/Badger-cull-VoR-joins-the-Wounded-Badger-Patrol-for-an-evening-8043/](http://voiceofrussia.com/uk/news/2013_10_29/Badger-cull-VoR-joins-the-Wounded-Badger-Patrol-for-an-evening-8043/)
- 3 Patrollers were recognised in at least one House of Commons Debate (16 October) with Caroline Dinenage referencing their contribution "... if the goodwill of all the volunteers who have been campaigning on behalf of badgers were harnessed, and they were turned into vaccinators..."
- 4 This campaign, with significant numbers of peaceful patrollers walking legally on footpaths at night during the cull
  - a. Incurred significant policing costs
  - b. Non-intentionally, prevented shooters from some kills.

The argument that a more effective and cheaper option for reducing the spread of bovine TB in the interest of farmers and wildlife was therefore presented as a result.<sup>1</sup>

## Sustaining Coverage

Coverage of the cull was sustained throughout the cull to its end date (29<sup>th</sup> November)

Broadcast as well as print media joined the patrols, including:

Radio 4 Farming Today	- 1 accompanied patrol	<a href="http://www.bbc.co.uk/programmes/b038hhfk">http://www.bbc.co.uk/programmes/b038hhfk</a>
ITV Good Morning	- 1 accompanied patrol	
Midlands Today	- 3 accompanied patrols	<a href="http://www.bbc.co.uk/programmes/b039fqr3">http://www.bbc.co.uk/programmes/b039fqr3</a>
ITV News	- 2 accompanied patrols	

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<sup>1</sup> Badger vaccination £2,250 per sq km year, culling £1,000 sq km year, plus policing £1,429 sq km year minimum, so badger vaccination is a cheaper option. Professor Rosie Woodroffe.

BBC Points West - ongoing visits to the patrols

<http://www.youtube.com/watch?v=z3NLU4j2Ms>

Sky News - 1 accompanied patrols

<http://news.sky.com/story/1133550/first-badger-cull-under-way-amid-protests>

Voice of Russia - 1 accompanied patrol

[http://voiceofrussia.com/uk/news/2013\\_10\\_29/Badger-cull-VoR-joins-the-Wounded-Badger-Patrol-for-an-evening-8043/](http://voiceofrussia.com/uk/news/2013_10_29/Badger-cull-VoR-joins-the-Wounded-Badger-Patrol-for-an-evening-8043/)

BBC Radio Gloucester - 3 accompanied patrols

Examples of the print coverage sustained throughout the campaign is included in Appendix 6.

### **‘Celebrity’ Campaigners**

The nature of the activity attracted high profile wildlife ‘celebrities’ to join the patrols, including Dr Brian May, conservationist Ian Redmond and conservationist and presenter Bill Oddie. See pictures in appendix 5.

***“Members of Team Badger have campaigned vigorously in all areas. The Badger Trust, Save Me and the Humane Society International have all be involved in legal action to challenge the government. Gloucestershire Against Badger Shooting formed the highly successful wounded badger patrols.”*** Dr Brian May, on winning the Observer Ethical Award for Campaigner of the Year in June 2014.

***“I have been out a few times, its an important example of citizen action. We are being the eyes and ears on the ground...”*** Sir Ian Redmond, conservationist.

### **Cost effectiveness**

The direct costs of the Wounded Badger Patrols totaled £3,800. Funding from national charities and Lush Retail was secured to cover this.

Management time donated by volunteers to run the campaign totaled 2,000 (£48,000 equivalent)<sup>1</sup>.

20,316 hours were donated by campaigners (£365,680 equivalent<sup>1</sup>).

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<sup>1</sup>Average hourly rate based on ONS median gross income 2012 plus some for tax and NI