

Your update

from RSPCA Assured



Salesforce Update

By Liam Kurzeja, Head of Marketing

UPDATE - over the last year or so I have been leading a project to replace our existing membership database with a leading customer relationship management database called Salesforce.

Our membership database manages the entire membership journey from start to end, but much of that journey is still paper-based. The new system will not only ultimately provide us with a single solution across the organisation it will also automate much of the administration. In time this will make the whole membership experience much quicker, easier and more personal for all involved. As well as saving a lot of trees!

The first phase of the project was to develop the application, renewal and certification processes and we're pleased to announce that this work is now complete! In fact, we were scheduled to pilot the system with one of our membership groups back in March. At least that was the plan until Covid-19 hit.

However, we are ready, the system is ready and we will commence with the pilot as soon as possible, before rolling it out further in 2021. We're certainly not twiddling our thumbs though - we are already starting work on developing the assessment and compliance processes, including a mobile checklist application, which is particularly exciting!



Adam Henson Supports RSPCA Assured

By Rebecca Lenik, PR Manager

We're pleased to hear that well-known Countryfile presenter and farmer, Adam Henson, is encouraging farmers to work with the RSPCA.

The statement appeared in [this article](#) on the Daily Express website on Sunday 10 May.

Interview with Clive Brazier

By Jeremy Costello, Junior PR Executive



People are what makes RSPCA Assured work, whether that is our members, customers, consumers, or employees. Without the efforts and dedication of people, we wouldn't collectively be able to make life better for farm animals.

To find out more about the people who work for RSPCA Assured here is the first of our new 'Get to Know' interviews with Chief Executive, Clive Brazier:

Why did you join RSPCA Assured?

I joined the charity six years ago, taking the role of general manager. My task was to

increase self-funding and reduce costs at the organisation. It was a great opportunity to apply my previous experience to an area of great interest to me, animal welfare.

Could you give me a description of your current role? What are you responsible for?

As the chief executive, I devise the strategic direction of the organisation. This covers future opportunities and challenges that may be faced, from Brexit to Covid-19. My role is to oversee the leadership team, who in turn manage their teams to help achieve our goals. I am also the external face of RSPCA Assured, leading conversations on behalf of the organisation. It's never a dull week.

What do you enjoy about your job?

I love that we are making a difference to the lives of farm animals for the better. When you visit our member farms, you can really see the positive contribution made. The charity has grown considerably in animal numbers and it's truly rewarding. I would like to see our numbers continue to increase so we can do even more.

What do you think will change in farm animal welfare standards over the next five years?

I think we will see a lot of changes over the next five years. The recent Agriculture Bill includes the development of a scheme to financially reward farmers in England who improve their animal welfare standards and the official recognition of animal welfare as a 'public good.' This is really encouraging and could help improve the welfare of millions of farm animals and establish England as a world leader for farm animal welfare.

And as people become ever more concerned about making ethical purchases, I also think we will continue to see an increase in consumer demand for higher welfare products, like RSPCA Assured. This, in turn, will also mean more animals being farmed to higher welfare standards.

If you were a farm animal, what would you be and why?

I am fond of poultry, laying hens in particular. I like their calmness, curiosity and inquisitive nature. As a large flock, they can be extremely therapeutic to watch.

Positive Stories

In these strange times, we have been so pleased to read or hear about positive stories from our members and customers so we thought we'd share some with you all:

- Tulip teams in Kings Lynn and Ashton-under-Lynne have together donated over 2,000 fluid-repellent face masks to the Queen Elizabeth Hospital, King's Lynn (500 masks) and Salford Royal NHS Foundation Trust (1,800 masks)

- Dalehead Foods, a division of Tulip Ltd, has also donated cooked meats to the Chippenham Salvation Army and to The Corsham School from its Corsham site
- Anglia Free Range Eggs has started a donation to Baking a Difference, whose volunteers bake & deliver baskets for people who have been nominated by members of the public for their good deeds, and they have formed a partnership with NR5 Helping Hands, a group of volunteers who help prepare and deliver food parcels and support the vulnerable within the local community
- Scottish Sea Farms (SSF) has been doing some great work amid the Covid-19 outbreak by delivering items such as toiletries, face masks, protective glasses and suits to people or organisations in need
- The Mac's Farm in Ditchling has been posting some uplifting content on their Facebook page such as chicken selfies, VE Day celebrations, supporting local businesses, and the importance of bees

Let us know your positive stories and we'll try and feature them in our next newsletter!

RSPCA Assured Assessments

For the most up-to-date information on how we are handling assessments, please [visit our website](#).

Best wishes,

RSPCA Assured

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