Pressure group: Animal Aid

Aims and objectives:

- To increase public awareness of the abuse of animals in our society, particularly in laboratories and factory farms, and to educate public opinion to demand, by all lawful means, the abolition of all experiments on animals, factory farming and all other forms of animal abuse.
- To examine existing legislation on matters associated with the above objectives or related aspects and to promote social, legal and administrative reforms in furtherance of the above objectives.
- To prevent exploitation of animals.
- To educate the public and particularly young people to a sense of moral responsibility towards animals.
- To promote, generally, a lifestyle which does not involve the abuse of animals.

Campaign methods:

- Distributing films, leaflets, posters, factsheets, postcards, and reports.
- Carrying out undercover investigations to expose animal cruelty.
- E-campaigning via the internet and social media.
- Lobbying politicians and businesses.
- Organising demonstrations and publicity events.
- Providing teaching resources free of charge to schools.

Animal Aid's campaigning policy is strictly peaceful.

Were they successful in changing the law?

Animal Aid were successful in bringing about changes to the legislation on how animals are treated in labs, called the Animals (Scientific Procedures) Act 1986 Amendment Regulations 2012. This amendment meant that the rules already in place regarding the treatment of animals would be enforced more efficiently, thus improving the safety of thousands of animals.

Pressure group: NSPCC

Origins:

- Other towns and cities began to follow Liverpool's example, leading in 1884 to the founding of the London Society for the Prevention of Cruelty to Children (London SPCC) by Lord Shaftesbury, Reverend Edward Rudolf and Reverend Benjamin Waugh.
- After five years of campaigning by the London SPCC, Parliament passed the first ever UK law to protect children from abuse and neglect in 1889.