

# Malcolm CAMPBELL, QPM

Pinkerton Consulting & Investigations

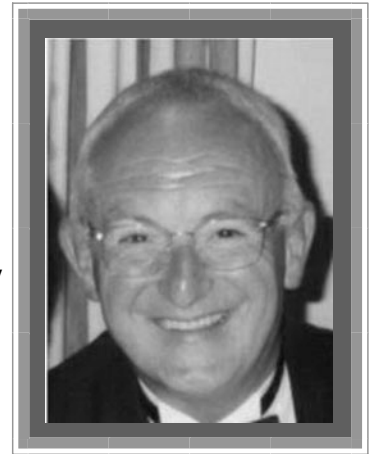
## *“Public Relations and Animal Rights: The UK Experience”*

At a time that has seen a proliferation of actions by animal rights activists and the considerable success of the Stop Huntingdon Animal Cruelty (SHAC) in dismantling the supply chain of Huntingdon Life Sciences (HLS), this subject is of great interest as the activists target Europe in search of softer options.

Many companies in the United Kingdom have successfully been granted High Court injunctions against SHAC and others causing them to spread their activities into Europe where they are finding willing supporters. In one instance recently, a coach was hired in Finland that travelled through Sweden, Denmark, Germany and the Netherlands picking up demonstrators as it went before finally targetting a mink farm in the Netherlands. This is the first real example of international organisation and funding of these campaigns. These are not impecunious student types who will gradually grow out of it but highly skilled groups with a clear strategy and a proven track record.

The talk will look briefly at the history of animal activism in the UK, concentrating on the main groups and the most prominent individuals involved. It will examine the strategy and tactics that have been used so successfully by the activists and the impact they have had on Huntingdon Life Sciences and other companies. It will examine the legal steps to which these companies have resorted and the involvement of the UK government.

It will then deal with the practical aspects of assessing the threat to your company, concentrating on upgrading the existing security to reflect this threat. Among topics covered will be the threats to exporters of livestock and importers of laboratory animals. It will offer advice to staff on how to deal with this problem and of the need to protect senior company executives, their families and their homes. One company, whose senior executive's home has been attacked, is now wrestling with the thought that it may have to purchase the house since it could never sell on the open market having been the target of attacks. The talk will also offer advice on how best to deal with the demonstrators in a peaceful protest before looking at some of the more sinister activities in which the activists indulge.



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Malcolm is highly experienced in all aspects of security, investigations, business contingency planning and crisis and risk management. He also heads the Pinkerton Special Projects Division.

He has advised many bluechip companies on fraud prevention and detection problems and indeed lectured in Saudi Arabia and other parts of the world on these issues. He is the editor of a bi-monthly publication for Pinkerton entitled the Animal Rights Register and Information Service which covers animal activism in the pharmaceutical, meat, retail, field sports, miscellaneous and international categories. He recently spoke on Animal Activism at an Eco-Terrorism Conference held in the Netherlands.

During his 35 years of police service, mainly as a detective, he headed the Metropolitan Police and City of London Company Fraud Squad and the Criminal Intelligence Department at Scotland Yard. Latterly he was responsible for all criminal investigations, crime prevention, criminal justice and special events in North West London. Among the major investigations he has undertaken were the Guinness fraud case and the Heinz baby food/Pedigree Petfoods product contamination case. He features in the book “The Jigsaw Man” by forensic psychologist Paul Britton that details the case among others. He was also the person in overall command of policing the aftermath of the Brent Cross bomb when a device was planted by PIRA terrorists and exploded causing extensive damage.

He previously trained in Project Management at Sundridge Park Management College.

In 1986 he was elected a Fellow Commoner of Magdalene College, Cambridge University to research financial markets and institutions.

Malcolm was awarded the Queen's Police Medal for distinguished police service in 1991 and retired from the police in December 1999.

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