

## Public Relations and Animal Rights (The UK Experience)

Malcolm R. Campbell QPM  
Director of Risk Management

Pinkerton Consulting & Investigations UK



## TOPICS

- Brief History of Animal Activism
- Animal Activist Groups
- Strategy and Tactics
- Legal Redress
- Current Methods Used
- Assessing the Threat
- Security of Company Sites
- Advice to Staff
- Questions



## BRIEF HISTORY OF ANIMAL ACTIVISM

- Animal activism in the UK dates back to 1898 when the National Anti-Vivisection Society and the British Union for the Abolition of Vivisection were formed
- 1924 – League Against Cruel Sports formed
- 1962 – Hunt Saboteurs Association (HSA) formed
- 1967 – Dairy farmer Peter Roberts founds Compassion in World Farming (CIWF)
- 1971 – The Luton group of the HSA formed by Ronnie Lee who decided to introduce an element of violence to their activities
- 1972 – The Band of Mercy formed. It was the forerunner of the ALF and concentrated upon inflicting sabotage and criminal damage. It led to Ronnie Lee being sent to prison in 1975 and on his release in 1976 the ALF was formed.
- 1976 – Animal Liberation Front (ALF) formed
- 1995 Protestor Jill Phipps killed by lorry while demonstrating against export of live animals at Coventry Airport
- 1997 – Huntingdon Life Sciences is infiltrated and secret video footage shot which is later shown on national television
- 1999 – SHAC founded and later spreads to USA, Germany, Italy, Portugal and Switzerland



## ANIMAL ACTIVISTS

- Eco-Terrorists
- Cellular structure – difficult to penetrate
- Wide variety of tactics
- Passionate in their beliefs
- Many follow vegan lifestyles
- Internationally organised and funded
- Like all terrorists they court publicity as their oxygen
- Compassion in World Farming (CIWF)
- Farmed Animal Action – Tina Brumfield
- Animal Liberation Front (ALF)



## Animal Liberation Front (ALF)

- The Animal Liberation Front consists of small autonomous groups of people all over the world that carry out direct action according to the A.L.F. guidelines.
- These groups are called cells and range from one individual to many individuals working closely together. Activists in one cell do not know A.L.F. activists in another cell because they remain anonymous. This is what helps to keep activists out of jail, and free to be active another day.
- Since there is not a central organisation or membership guide to the A.L.F., people are driven only by their own personal conscience or cell decisions to carry out actions. The A.L.F. is non-hierarchical in its structure which allows for only those people involved directly in the action to control their own destiny.



## THE CAMPAIGN AGAINST HUNTINGDON LIFE SCIENCES

- Formed in November 1999 and branches later set up in USA and Europe
- Founder **Greg Avery** was married to **Heather James** but is now married to **Natasha Dallemagne**. All three have served prison sentences for their activities.
- Huntingdon Life Sciences (HLS) are the largest contract testing lab in Europe
- SHAC claims to have had spectacular successes against Huntingdon Life Sciences (HLS) and those service providers supporting them

## SHAC's STRATEGY

- Examining what allows a company to operate and then attacking those pillars of corporate support is at the heart of the strategy
- Tired of direct action against HLS premises, the SHAC campaign selects secondary targets in the form of HLS's soft underbelly

## SHAC's TACTICS

- SHAC uses every tool at its disposal from protests, to letter writing, to phone blockades, publicity stunts and direct action
- The ALF have jumped on the bandwagon since SHAC have had more success than the ALF. Many of the so called SHAC attacks are in fact carried out by the ALF.
- Violence has crept into the proceedings and there have been recent threats of kidnap made against wives and children of key HLS personnel

## SOME OF THE COMPANIES WHO HAVE DUMPED HLS



Allied Irish Bank  
Allergan  
British Biotech  
Cambridge Pet Crematorium  
Charles Schwab ( world's largest online broker)  
Citibank  
CPS fuels  
DeloitteTouche  
Dresdner Kleinwort Wasserstein  
GVR Co  
Hales waste company  
Hargreaves Lansdown  
Herzog Heine Geduld Inc  
Hill Thompson Magid & Co  
HSBC (the world's second largest bank)  
Industrial Boiler Services  
The Labour Party  
Ladenburg  
Legal & General  
Marsh (The world's largest insurance broker)  
Mercury Asset Management  
Merck  
Merrill Lynch

National Securities  
NatWest Bank  
Oracle Partners  
Parsching Keen (Credit Suisse First Boston)  
Pearsons Waste  
Phillips & Drew  
Quicap  
Riley Nominees  
RL Slaughter  
Rohm&Haas  
Royal Bank of Scotland  
Schroders  
Spencer Edwards  
State Street  
Stephens Inc  
Sunlight  
TD Waterhouse (UK's largest execution only broker)  
Thalmann & Co  
Toxweb  
Trimark  
Wein Securities  
West LB Panmure  
White Rose Environmental  
Winterloods  
WMV Frankel & Co

## THE IMPACT MADE BY SHAC

- In 4 short years SHAC has brought one of the world's largest animal testing labs to its knees
- It has succeeded in having HLS kicked off the New York and London Stock Exchanges
- It has forced the British government as a last resort to act as its banker and accountant
- It has cost HLS in the region of £60 million
- As the Financial Times said ..... **"A tiny group of activists is succeeding where Karl Marx, the Baader-Meinhof gang and the Red Brigade failed"**

## HITTING BACK

- **HLS RESORT TO COURT ACTION**
- **OTHER COMPANIES FOLLOW**
- **HIGH COURT GRANTS INJUNCTIONS AGAINST SHAC, ALF AND NOMINATED INDIVIDUALS**
- **INJUNCTIONS ALSO COVER EMPLOYEES' HOME ADDRESSES**

## CURRENT METHODS

- Major organised and pre-planned demonstrations, e.g. in city centres, May Day protests
- Local demonstrations at specific locations, e.g. at company premises
- Planned or spontaneous demonstrations at an individual's home address or in the neighbourhood
- Bomb or malicious telephone threats to third parties, company premises or individual's home address
- Improvised incendiary or hoax devices at company premises
- Intrusions into companies for 'sit ins', obtaining information such as details of staff or supplying companies
- Releasing animals from research premises or hunt kennels
- Hoax or malicious mail sent to company premises or homes of staff

## CURRENT METHODS

- Sending unsolicited goods and services to home addresses or companies
- Physical assaults on individuals
- Telephone switchboard jamming campaigns
- Fax machine blockades
- E-mail saturation campaigns
- Infiltration of companies to later publish detrimental information in the media
- Spraying paint, acid or other noxious substances on company or private vehicles
- Blockading of docks and airports used for animal transportation
- Targeting haulage companies
- Disrupting company business by the use of horn blowing, megaphones, discharging fireworks, shouting threats and obscenities at staff entering and leaving premises

## Live Exports Demonstration



## Arson Attack



## ASSESSING THE THREAT

- STEP 1
  - Identify what sort of threats you are facing
- STEP 2
  - Identify what it is that you want to protect – people, property, vehicles, research projects, data - and in what ways they are vulnerable to extremist attack in particular
- STEP 3
  - Identify the most appropriate measures to reduce the risk to an acceptable level (you must accept that you may not be able to eliminate it altogether)

## SECURITY OF COMPANY SITES

- Well designed boundary fences
- Reduce the number of site entrances to a minimum, preferably one if possible
- Install effective control to site entry for vehicles and pedestrians, issuing identity badges to all regular authorised vehicles
- Install an effective photo identity card and access system for staff and some form of effective control to all buildings for contractors and visitors
- Install a digital Closed Circuit Television System (CCTV), monitored from a security control room
- Recruit a high standard of security guard, ensuring effective management, good pay and conditions – either in house or a well respected contract company
- Install an effective intruder alarm system and keep vehicles secured



## SECURITY OF COMPANY SITES

- Introduce secure procedures for the handling of mail and courier deliveries – if there is a perceived threat of explosive devices being received install an x-ray machine
- Employ a well trained and experienced Security Manager whose duties should include liaison with the Human Resources Department (HR) in the recruitment of all staff
- Develop a detailed procedure for handling emergency situations, for example a bomb threat or the receipt of a noxious substance
- Ensure that a procedure is in place to deal with a demonstration by activists/extremists or a site incursion, including specific advice to staff and the security team
- Develop good and regular liaison with local police



## ADVICE TO STAFF

### AT WORK

- Do not give out your name, telephone number or e-mail address, or those of colleagues over the telephone unless you are sure of the identity of the caller
- At meetings with non-company staff be careful about discussing your work and to whom you give your business card
- Seek security advice if arranging off-site meetings to ensure that basic security measures are taken e.g. do not display the company name on hotel event notice boards
- If you encounter demonstrators when entering or leaving the site, do not engage them in conversation – it may escalate the situation
- If you become aware of a site incursion by demonstrators inform security immediately, close down your PC and lock away sensitive information
- Company incoming mail or courier deliveries should have been vetted by security but if you are suspicious of any item, inform them
- Always use your business address when checking into hotels



## ADVICE TO STAFF

### AT HOME

- Never reveal your home address, post code, telephone number or bank details unless you are completely happy to do so. If undecided, decline to give the information, take the person's details and check that they are bona fide before going further
- Do not display any company information on or in your car when you are away from the company site. Check your vehicle for tampering each time you return to it, especially each morning
- Pay particular attention to domestic security arrangements ensuring that basic precautions are taken to secure homes and vehicles and that if alarms are fitted, they are always set
- Ensure that garden hoses, tools, ladders etc. are out of sight and properly secured as these can be used to damage or gain access to your property
- Brief your family members similarly without causing undue worry
- If you become suspicious of callers to your home or demonstrators appear immediately inform the police and your company security. Your family should know who to contact if you are away on business



## SENIOR EXECUTIVES' HOMES

- Senior Executives are frequently targets for extremists at their home addresses. Special risk assessments need to be carried out accordingly and the following precautions considered:
- Install an intruder alarm system, incorporating a hand held radio panic alarm facility for use in case of duress, linked to a security company central monitoring station or the police
- Install an audio/visual facility at the front door to identify persons calling
- Install good door and window locks throughout
- Fit PIR security lighting, strategically placed round the premises (a facility which is comforting to a family returning home after dark whilst being a deterrent to would-be criminals)
- Ensure adequate fire precautions, including alarms and extinguishing equipment



## SENIOR EXECUTIVES' HOMES

- Make the telephone number ex-directory
- Do not leave garden hoses lying around
- Inform local police with details of the vulnerable address and family members so as to receive rapid police response in the event of an emergency call from the venue
- Consider engaging the services of a reputable security company to provide a security officer experienced in close protection, to attend the premises in the event of a demonstration or attack by extremists in the absence of the senior executive on company business



## DEALING WITH DEMONSTRATORS

- Demonstrations at sites can be dealt with by careful planning and are generally not likely to cause injury to your staff or major damage to your premises
- Disruption of your business activities is the aim
- Remember that the police role, in the main, is to prevent a breach of the peace occurring
- Dialogue with the demonstrators is to be discouraged unless you think you can do so meaningfully and resolve the dispute
- Do remember that once you commence dialogue then you may not be able to stop it e.g. letters, emails, telephone calls
- Whether or not you enter into a dialogue will largely be based upon an assessment of the disruption and long-term damage they could inflict on your business
- If they are not committing criminal offences on which the police will take action then it is often better to ignore them until they get cold, tired and hungry and drift away
- Remember, above all, that they are publicity seekers



## MORE SINISTER ACTIVITIES

- There are some extremist activities which pose more sinister threats and which are likely to cause apprehension to your staff at all levels e.g.
- Telephone bomb threats
  - Discovery of a suspect device by post, on site or at home address
  - Receipt of noxious substances by post or courier
  - Kidnap – company executive or member of family
- These aspects require the preparation of detailed and well rehearsed contingency plans



## CONCLUDING COMMENTS

---

- In time available only possible to sketch a brief outline of matters connected to animal rights activism
- Action taken by individual companies will materially depend on the assessment of the threat
- Questions?