

A close-up photograph of two young fox cubs standing in a grassy field. The cubs have reddish-brown fur with white chests and dark faces. They are looking towards the camera with a calm expression. The background is a soft-focus green field.

**IMPACT
REPORT
2021**



**KEEP
THE BAN**

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Keep The Ban gets stuff done and together we will protect wild animals from persecution.

MESSAGE FROM ROB POWNALL

There're not many things that get me riled up, but fox hunting is one of them. Back in 2015 I set up Keep The Ban as nothing more than a Facebook page. I simply had to do something to campaign against the potential legalisation of this sick pastime and the power of social media was the obvious tool to do so.

Fast forward 7 years and Keep The Ban is now a fully fledged non-profit organisation and while we must not lose sight of the uphill battle we face, it is still important to recognise the amount we have achieved in our first official year.

- ✓ **The National Trust and several major landowners ended the licencing of hunts on their land**
- ✓ **Our undercover investigation exposed the Beaufort Hunt shooting their hounds**
- ✓ **We launched the Mini's Law campaign and helped secure a criminal prosecution**
- ✓ **We exposed hunts across the country who were awarded Covid grants**
- ✓ **Our animation 'A Trail of Lies' narrated by Chris Packham was seen by over ½ million people**
- ✓ **Supported 14 hunt saboteur and hunt monitor groups across the country**
- ✓ **Won 2021 Campaigner of the Year Award in the Great Outdoors Magazine**

We couldn't have done half of what we have without your incredible support. Our supporters are part of a growing movement in this country and our voices are finally being heard. Together we are having a considerable impact and I will personally do everything I can to ensure 2022 is an even better one for wildlife.



**MORE INVESTIGATIONS.
MORE CAMPAIGNING.
MORE EDUCATING. MORE PROGRESS.**

HOUND INVESTIGATION

In 2021 we partnered with the brilliant Hunt Investigation Team to support and fund their undercover surveillance work. After months of tireless work setting up and installing hidden cameras at the Beaufort Hunt kennels, shocking footage exposed the prestigious hunt shooting dead several of their hounds. Two of the poor animals had to be shot twice after showing signs of life. The investigation was picked up by ITV News and was featured on both evening television slots meaning millions of people were exposed to one of the most vile activities of the hunting world. Responding to the footage, Ricky Gervais told ITV News:



“

It is so deeply upsetting that foxhounds are trained against their natural instinct to hunt foxes and when they catch them, rip them to pieces! Then they are killed, usually by a shot to the head, by...someone who loves to chase and kill innocent animals. Both the hound and the fox become the victim of this cruelty. It's insane, don't you think?"



“It was the first time that footage of its' kind had ever been shown to the public and revealed the sham that is 'trail hunting' for what it truly is. If hunts really did lay a trail, then they would have no reason to kill their hounds at half of their average life expectancy. These animals are nothing but tools trained to kill wildlife and thanks to our investigation the public now know the truth.



The Beaufort Hunt were one of several hunts previously licenced by the National Trust to 'trail hunt' on their land and so this footage was invaluable in helping put pressure on the major landowner to end their licencing of hunts.

COVID GRANTS EXPOSÉ

In 2020 and early 2021 we undertook an investigation into the awarding of the Small Business Covid Grant to hunts across the country. It wasn't long before we discovered that over £250,000 of tax-payer funded grants had been handed out (many of which operate as businesses and so were eligible for at least £10,000 from the scheme).

The story hit the national headlines with a front page on the Sunday People along with many other publications picking it up. Our founder Rob Pownall spoke to The Mirror and described how "It's disgraceful councils have used taxpayer-backed funds to support registered hunts."

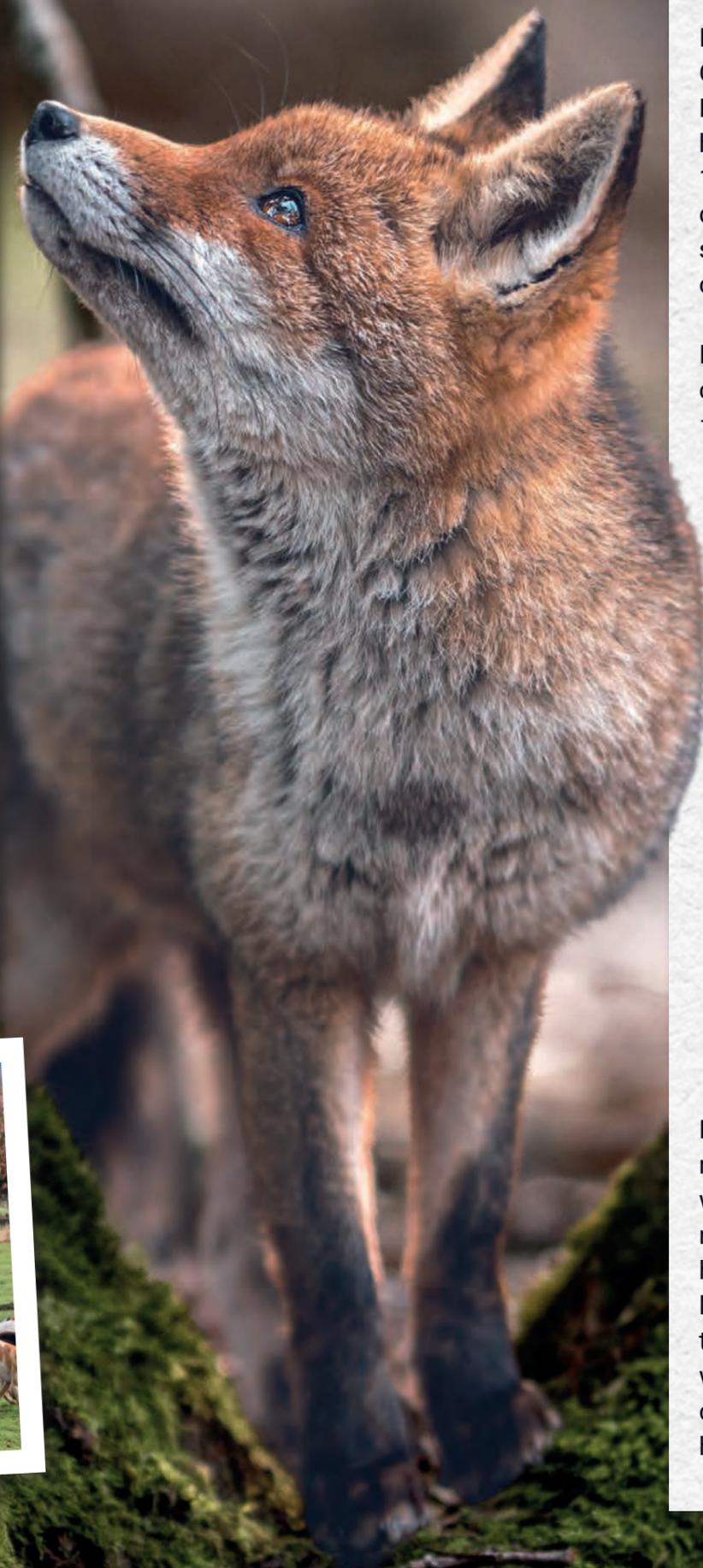
Looking forward to 2022 we will continue to expose anyone associated with wildlife persecution. Our upcoming investigations will educate even more people about what really goes on in the British countryside and decision makers will have to stand up for wildlife.



LANDOWNERS CAMPAIGN

In 2021 Keep The Ban continued to call on major landowners such as the National Trust and Forestry England to permanently end their licencing of so-called 'trail hunts'. In fact, since 2017 Keep The Ban has been putting pressure on the nations' biggest landowner to cut ties with the hunts. Our petition which was supported by over 370,000 people was handed to the National Trust over four years ago and so the 2021 National Trust AGM presented a major opportunity to finally convert years of campaigning into the right result for wildlife.

At the charity's annual general meeting (AGM) a landslide majority, 76,816 members voted in favour of a trail hunting ban on National Trust grounds, with 38,184 against it. This vote followed months of educating National Trust members about the reality of so-called 'trail hunting'. Only weeks prior to the vote, Keep The Ban released a shocking undercover investigation showing the previously National Trust licenced Beaufort Hunt shooting their hounds.



In 2021 Keep The Ban also launched a Government petition calling on Forestry England to permanently end the licencing of hunts on their land. The petition reached the 100,000 signatures threshold required for a debate in Parliament. Forestry England have since suspended the licencing of any hunts on their land.

In summary, 2021 was a great year when it came to limiting hunt access to land. In fact, the only major landowner that still allows 'trail hunts' to use their land is the Ministry of Defence.

A selection of some of the biggest Landowners that have banned hunts from their land either permanently or temporarily in 2021

-  **NATIONAL TRUST**
-  **FORESTRY ENGLAND**
-  **UNITED UTILITIES**
-  **LAKE DISTRICT NATIONAL PARK AUTHORITY**
-  **NATURAL RESOURCES WALES**

Needless to say, Keep The Ban welcomed the moves taken by these landowners to cut ties with those who hunt and kill wildlife. Literally millions of acres are now out of bounds to hunts across the country and without the land to use these hunts will soon realise that the net is closing in on them. Combined with other strategies and approaches we will continue to pressure landowners to ban the hunts from their land in 2022.

104,706

Signatures were received to prevent Forestry England granting licences for Fox and Hare hunts.



Rob Pownall taking the petition to the National Trust head office



MINI'S LAW

On 6th March 2021 Mini the cat was killed by out-of-control hunting hounds outside her home in west Cornwall. After the mauling, the huntsman was filmed throwing Mini's lifeless body over a neighbour's fence in a cowardly attempt to hide the evidence.

In response, Keep The Ban launched the Mini's Law Campaign to raise awareness about this sickening incident and to highlight how this was not an isolated case. We released our 'Hunting Havoc 2021 Report' which found that as of March 2021 there is on average one reported incident every two weeks involving hunts terrorising domestic animals or "livestock".

Clearly something needed to be done to ensure the public and animals are protected from dangerously out of control hunts like the Western Hunt in Cornwall. We interviewed Mini's owner Carly to discuss what happened that day and we supported the Government petition for Mini's Law (which reached the 100,000 threshold for a debate in Parliament which is scheduled for 2022).

What followed was a campaign that reached millions of people across the country and culminated in John Sampson of the Western Hunt being found guilty of being in control of out of control dogs at Truro Magistrates Court. His conviction was a major turning point for it was the first time that a huntsman had ever been found guilty under the Dangerous Dogs Act for injuring or harming another animal. What happened to Mini will never be forgotten and she will continue to represent the countless animals that fall victim to the reckless hunts in this country.

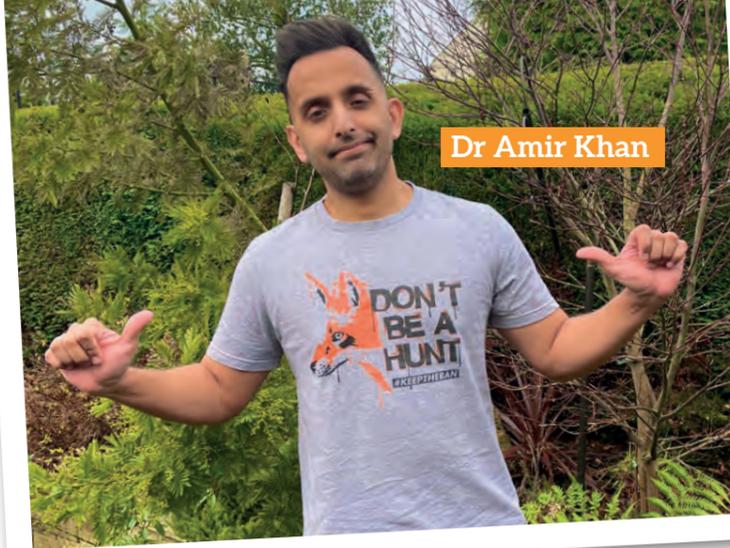


101,997

Signatures have been received for Mini's Law



Thanks to our supporters a very important conversation was started. The Mini's Law campaign will help ensure 2022 is the year that politicians and decision makers can no longer ignore the dangerous and criminal activity of hunts.



Dr Amir Khan

MEDIA EXPOSURE

I think it's fair to say that 2021 was the year that fox hunting and wildlife crime really hit the headlines.

Throughout the year our campaigns were reported on by **ITV News, The Mirror, Daily Mail, The Independent, The Metro, The Canary, The London Economic, Plant Based News** and others.

Our investigation exposing the hunts that received the small business Covid Grant led to a frontpage on the Sunday People and hit headlines nationwide. And just a few months later our shocking investigation of the Beaufort Hunt hound shootings resulted in two evening television slots on ITV News.



Stella McCartney



Chris Packham

Our work has also been supported by some of the country's biggest influencers such as the brilliant Chris Packham who narrated our animation 'A Trail of Lies' and Stella McCartney who called on her 6.7 million followers to support our campaign to ban 'trail hunt' licences.

In 2021 our work was seen by literally millions of people

46.7M

impressions of our tweets throughout 2021

9.6M

different people saw our posts on Facebook

240k

emails sent to major landowners to end 'trail hunt' licences



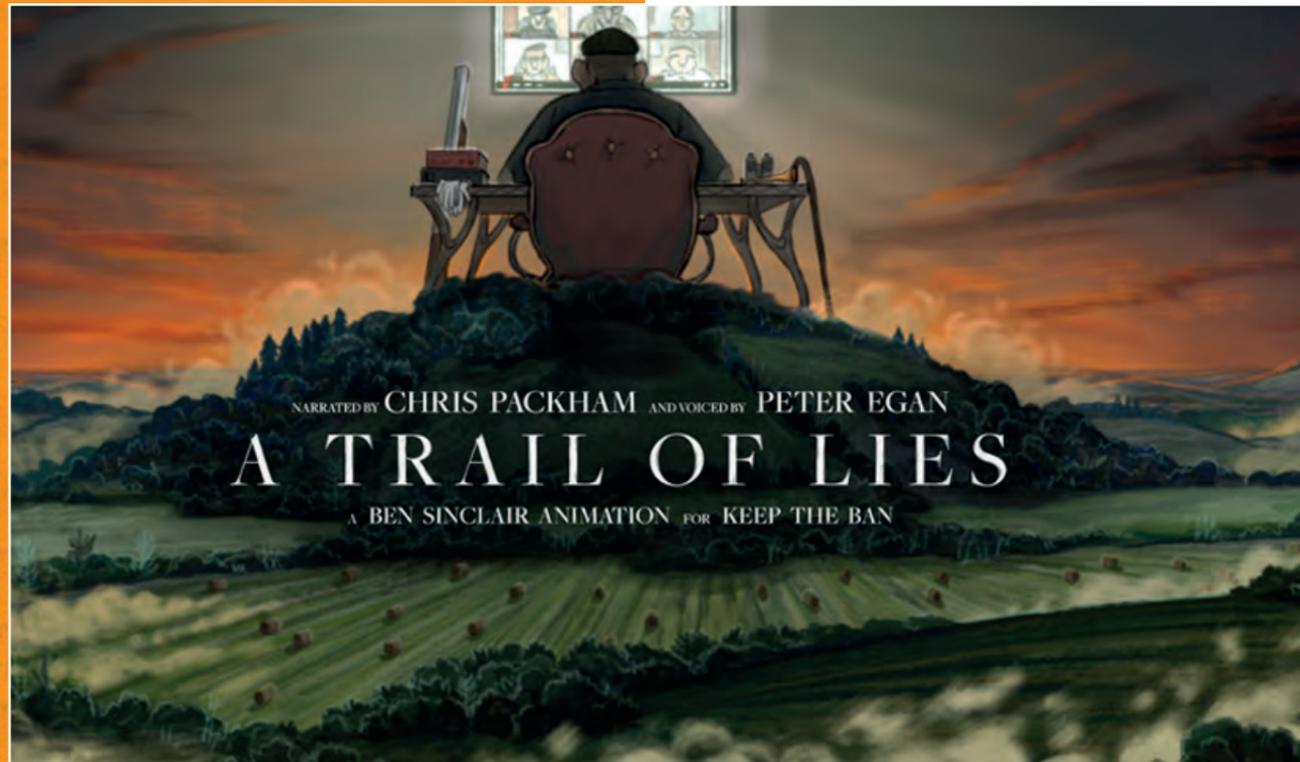
Carly's heartfelt interview



Video showing Mini thrown over a fence



John Sampson walking out of court



ANIMATION

On Boxing Day our stunning animation 'A Trail of Lies' – narrated by Chris Packham and voiced by Peter Egan was released. It documented the key moments since fox hunting was made illegal in 2004 and dismantled the lie that is 'trail hunting' once and for all. The 6-minute video has since racked up over 600,000 views and was picked up by The Metro who ran a lengthy editorial piece.

It is our belief that in the fight to end fox hunting for good, we must continue to find innovative ways of educating the public. What made our animation so powerful was that it was non-graphic and viewable by all ages, making it easily shareable and a powerful way of explaining a complex situation in an easily digestible format.

2022 will see even more ambitious media projects come to life and we look forward to educating more people about the dark realities of fox hunting and other forms of wildlife crime.

HUNT SABOTEUR AND MONITOR GROUPS

Keeptheban.org backs anyone who dedicates their time to save wildlife. That's why in 2021 we supported hunt saboteur and monitor groups across the country by sharing their work and funding their direct action.

Through the Keep The Ban Grant we supported 14 groups - helping saboteurs and monitors stay on the frontline to protect wildlife. The groups we supported:

- Bath Hunt Saboteurs
- Brighton Hunt Saboteurs
- Three Counties Hunt Saboteurs
- Cheshire Monitors
- Beds and Bucks Hunt Saboteurs
- Underground Badger Syndicate
- Somerset Wildlife Crime
- Cheshire Against Blood Sports
- Humberside Against Blood Sports
- York Anti-Hunt League
- Roaming Sab Squad
- West Cornwall Saboteurs
- North Wales Hunt Saboteurs
- North East Hunt Monitors



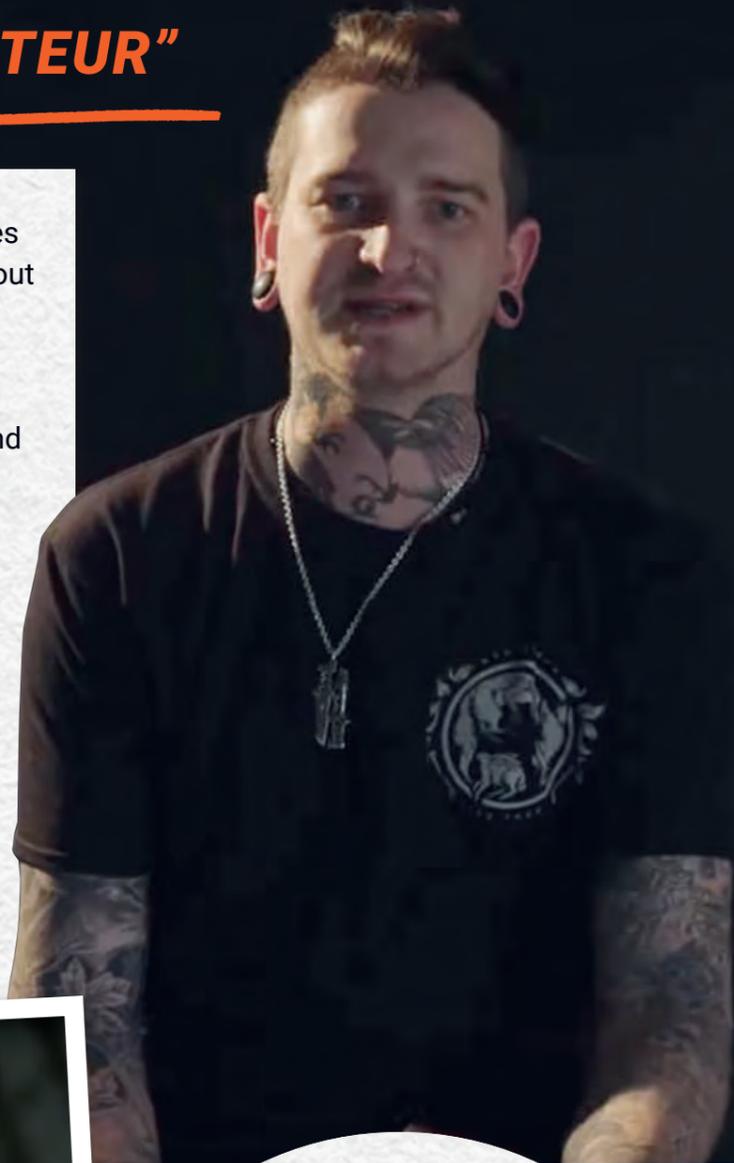
Those who put themselves in harm's way to protect animals are heroes and we will always give them the support they need to continue the brilliant work that they carry out.



“I AM A HUNT SABOTEUR”

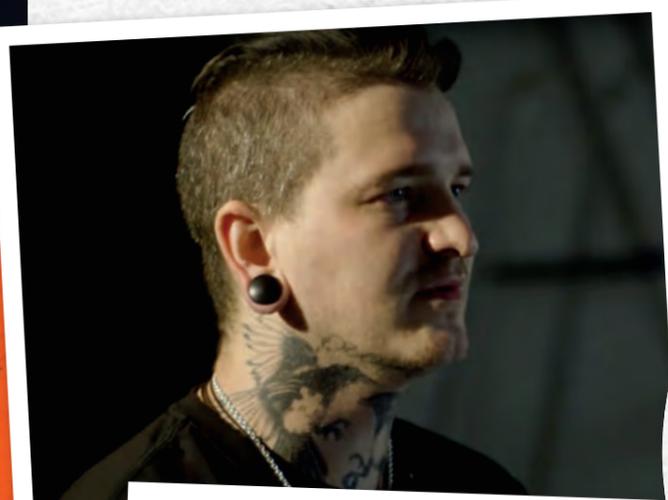
Last year we produced a mini-series aimed at educating the public about the realities and misconceptions surrounding hunt sabotage. We interviewed hunt saboteur James Harkness about his experiences out in the field and he told Keep The Ban about the mental and physical challenges of standing up to the hunts. The videos accumulated over 70,000 views and told the unique perspective of someone who dedicates their life to protecting wildlife.

If you are interested in hunt sabotage or getting more involved in the fight to end hunting for good please consider joining your local hunt saboteur group.



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If your thing for fun is killing an animal, having it torn to shreds by another animal, then there's something wrong with you.



KEEP THE BAN COMMUNITY

Keep The Ban is so much more than just an organisation. Keep The Ban is a movement of thousands of people who all share the same goal – to end fox hunting and the persecution of wildlife.

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It's what makes our community of like-minded individuals so powerful. And what makes our work so effective is you.

2021 was arguably the most damning year in history for those intent on decimating wildlife for entertainment. And it is only thanks to our supporters that the vital work we continue to carry out is possible.

I'd like to personally extend my appreciation and thanks to every single person reading this who has shared one of our campaigns, donated, tweeted, signed a petition or spoken to a friend about what we're fighting for. Every action no matter how big or small makes a real difference.

It's why in 2022 we will continue to do absolutely everything we can to be a voice for wildlife and provide our community even more ways to get involved in what we do.



2021 Keep The Ban Photography Competition

We were delighted to launch our first annual photography competition last year. We received countless entries and so it was incredibly difficult to choose the final 12. After a public vote the ultimate winner was this beautiful snowy fox image which subsequently featured on the front-cover of our 2022 Keep The Ban Calendar. Some of the runners up are also shown below!



THE FUTURE OF WILDLIFE IN THIS COUNTRY

We're under no illusions that a lot of work still needs to be done to ensure wildlife in this country is properly protected from those intent on destroying it. Not only are there still hundreds of hunts going out every week, but the activities of gamekeepers and their lethal wildlife management techniques pose a continual threat to wild animals.

In 2022 Keep The Ban will be highlighting not only the cruel and vile pastime of fox hunting but we will be working to end all forms of wildlife persecution. We will considerably expand our scope and remit to ensure that all wild animals have a voice. That's why we will be supporting campaigns such as that to ban the use of cruel free-running snares. And our investigators will be placed into new environments in attempts to expose various forms of persecution over the coming years.



Next year will also see Keep The Ban lend its' support to animal rescue centres across the country. We not only want to be an organisation that campaigns and educates the public about cruel pastimes such as fox hunting, but we want to do more to assist those who rehabilitate sick and injured wild animals.

In keeping with this aspiration, we are proud to be backing the creation of the Isle of Wight's first dedicated fox rescue.



For me personally it is so important that I do everything I can to help protect our wildlife in every way possible and extending our work into rescue and rehabilitation presents the ultimate opportunity to do just that.

It is hoped that this operation will be the first of many new animal rescues established across the British isles and will help countless animals over the coming years.

2022 AT A GLANCE

-  **MORE INVESTIGATIONS INTO THE WORLD OF FOX HUNTING AND OTHER FORMS OF WILDLIFE PERSECUTION**
-  **GREATER FUNDING FOR HUNT SABOTEUR AND HUNT MONITOR GROUPS ACROSS THE COUNTRY**
-  **NATIONWIDE CAMPAIGN TO SHUT DOWN THE BOXING DAY HUNTS**
-  **INNOVATIVE MEDIA STRATEGIES TO EDUCATE THE PUBLIC ABOUT THE REALITIES OF COUNTRYSIDE CRUELTY**
-  **NEW TOOLS FOR SUPPORTERS TO LOBBY DECISION MAKERS AND ENACT CHANGE**
-  **CREATION OF AN ANIMAL RESCUE CENTRE AND GRANTS TO REHABILITATORS ACROSS THE COUNTRY**
-  **CAMPAIGNING TO END ALL 'TRAIL HUNT' LICENCES GIVEN OUT BY MAJOR LANDOWNERS**



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www.keeptheban.uk