



**RAPTOR
RESCUE**

Registered Charity No. 283733

Strategy 2011-2016

**The UK leading specialist Bird of Prey and
Owl Rehabilitation Organisation**



National Help & Advice Line: 0870 241 0609

Online: www.raptorrescue.org.uk

Raptor Rescue Vision & Strategy 2011 – 2016

Introduction

The Raptor Rescue Strategy provides a clear vision for how the charity will develop over the next 5 years and includes a set of themes to guide the Trustees in managing these and future changes. It promotes the highest standard of raptor rehabilitation expertise and facilities as defined in the Raptor Rescue Rehabilitation Handbook.

This document is aimed at everyone with an interest in the rehabilitation of injured bird of prey and owls as well as possible sponsors. It is also aimed at the individual members of the charity so that they can share in this vision.

Vision

By the year 2016, Raptor Rescue will be recognised as the main raptor and owl rehabilitation organisation within the United Kingdom by all related Government departments as well as by other animal welfare and wildlife crime organisations.

Aims of the Charity

The main aims of the charity may be summarised as follows:

- To rehabilitate raptors as quickly and efficiently as possible
- To establish “centres of excellence” for rehabilitation throughout the UK and Ireland
- To ensure that all raptor casualties are handled by competent persons
- To correctly diagnose and treat any ailment, seeking veterinary advice if necessary

- To provide adequate and suitable housing during their confinement
- To comment, as a body, on any relevant impending government legislation
- To collate and store relevant information for future use

The key areas covered by this strategy have been collated into 9 themes:

1. Accredited Rehabilitators
2. Facilities
3. Training
4. Membership
5. Financial aid
6. Publicity
7. Liaison
8. National Help line
9. Rehabilitation Handbook

The individual themes have a defined aim and outcome with a list of relevant actions for each. The aims & outcomes will form the basis of the Raptor Rescue Strategy document but the actions will be used by the trustees in their decision making.

Theme 1 – Accredited Rehabilitators

- Aim:** To increase the number of Raptor Rescue accredited facilities in the UK.
- Outcome:** Increase in the number of accredited facilities especially in areas of the UK where current facilities are scarce.
- Indicator:** The number of accredited rehabilitation facilities available to the National Help Line
- Baseline:** Number available at December 2010 – 13 centres.
- Target:** Increase the number of centres year on year – net +5 per year
- Measure:** Number provide by the Help Line co-ordinator

Theme 2 – Facilities

- Aim:** To increase the provision of Raptor Rehabilitation facilities in the UK
- Outcome:** An increase in the number of rehabilitation facilities available to our help line
- Indicator:** The number of rehabilitation facilities available to the National Help Line
- Baseline:** Number available at December 2010 – number of contacts available for help line
- Target:** Increase the number of facilities year on year – aim for at least one per county in year 1, then additional 1 per year in highly populated areas
- Measure:** Number provide by the Help Line co-ordinator

Theme 3 – Training

- Aim:** To arrange for suitable training to be available for raptor rehabilitators and members
- Outcome:** An increase in the number of raptor rehabilitators/members who have attended a relevant training course e.g. Raptor Rescue First Aid, OCN - Raptor Husbandry, LANTRA - Beginning Falconry
- Indicator:** The number of trained rehabilitators based on the annual survey results
- Baseline:** Number trained at December 2010 - 0
- Target:** Increase the number of individuals year on year– all accredited rehabilitators to have attended first aid training. All volunteers to have attended handling training
- Measure:** Number provide by the annual survey co-ordinator

Theme 4 – Membership

Aim: To increase the number of members supporting the charity
Outcome: An increased awareness and more funds for the charity
Indicator: The number of members
Baseline: Numbers available at October 2010 - 166
Target: Increase the number of members year on year by a net 20 in each year.
Measure: Numbers provide by the Membership co-ordinator

Theme 5 – Financial aid

Aim: To increase the number of Companies giving financial aid by seeking out all possibilities
Outcome: An increase in the number of companies supporting what we do and more funds for the charity
Indicator: The number of Companies assisting the charity
Baseline: Number available at December 2010 - 2
Target: Increase the number of sponsors year on year – net increase of 1
Measure: Number provide by the Treasurer

Theme 6 – Publicity

Aim: To promote the charity to a higher standard
Outcome: A greater national awareness of the charity
Indicator: More media coverage
Baseline: Number of fairs attended and articles / papers for year ending December 2010 = 15
Target: A year by year increase in the number of Raptor Rescue articles published in magazines or journals
Measure: An increase in the number of requests for articles, comments or statistics

Theme 7 – Liaison

- Aim:** To become the UK's main raptor rehabilitation organisation
- Outcome:** Raptor Rescue becomes the main point of contact in the UK for all aspects of Raptor Rehabilitation
- Indicator:** Regular contact with Government bodies and agencies.
- Baseline:** England, Scotland and Wales Governments Contacts made/received during year
- Target:** Irish Government, RSPB, Wildlife Trust, Hawk & Owl Trust Ensure all identified contacts receive further information and monitor response to comments etc
- Measure:** An increase in the number of contacts to and from Government agencies

Theme 8 – National Help line

- Aim:** To maintain the raptor rescue national help line
- Outcome:** The number of calls handled by the help line increases year on year
- Indicator:** The number of calls to the National Help Line increases
- Baseline:** Number of calls for year ending December 2010 = 1531
- Target:** Increase the number of calls year on year and 100% satisfaction for callers to the Helpline
- Measure:** Number provide by the Help Line co-ordinator Implement Quality Control system and monitor results

Theme 9– Rehabilitation Handbook

- Aim:** To maintain the raptor rescue rehabilitation handbook
- Outcome:** The handbook is available on line, kept up to date and the number of users increases.
- Indicator:** The number of handbooks issued and/or the number of hits on the web site.
- Baseline:** 20 copies issued since launch in January 2010. No figures yet available from the web site.
- Target:** Increase the number year on year. Ensure Handbook is seen as a relevant and “live” source of information
- Measure:** Numbers provided by the Secretary and/or Web Master Contacts/Comments from individuals/organisations after downloading