Joint CANTER/RUMA CA&E meeting

Thursday 23 January 2025 – 10:00-12:00 – via MS Teams

Public Minutes

Attendees
Chair: Julie Shrubb. Attendees: Alison Pyatt, Jodie Perrett, Jacqui Matthews, Nicola Housby-Skeggs, Lucy Coyne, Martin Nielsen, Claire Shand, Wendy Talbot, Tim Mair, Hillary Cowley, Claire Williams, Esther Rawlinson, Lois Unitt, Jeremy Johnson, Gwyn Jones, Dawn Howard, Mary Bawn, Bridget Lloyd. Apologies: Diane Gilby, Andrew Cairns, Laura Peachey, Victoria Murrell, Jane Hodgkinson, Steve Howard, Bryan Lovegrove, Hilary Glasgow, Chris Shaw, Rachel Andrews.
CANTER chair – overview and reason for this meeting – Julia Shrubb
The main purpose of this meeting is to make a decision on the offer from RUMA CA&E to provide a new home, on a temporary basis, with a view to becoming permanent in time, if everyone is in agreement. This is as a result of VMD wishing to step back from CANTER at the end of the year, 2024. RUMA CA&E had put themselves forward as a potential for CANTER and small focus meetings have taken place since the last core steering group meeting. As many in the CANTER core steering group are unfamiliar with RUMA CA&E, this introductory meeting will enable the core steering group to make an informed decision now, with input from VMD reducing. At their last meeting, Alison Pyatt (former CANTER chair) stepped down and it was agreed that Julie Shrubb would become the Interim Chair to assist CANTER with this transition period. It was noted that the only true offer of a new home was provided from RUMA CA&E leaving the only alternative for CANTER to provide a treasurer and secretariat, to assist with core office administration duties, from within the core steering group.
Introductions: CANTER members and RUMA CA&E team
Introductions were made between CANTER and RUMA CA&E teams so that all involved in the meeting understood each person's role. **CANTER team: Julia Shrubb** – Interim Chair for CANTER and horse vet for 18 years, advanced practitioner in medicine, and passionate about sustainable anthelmintic use. Works at the Three Counties Equine Hospital in Gloucester, a VetPartner practice and chairs the Equine Clinical Board. **RUMA CA&E Team:** **Gwyn Jones** – RUMA CA&E Chair, a farmer from West Sussex and involved in many industry led organisations, including National Farmers Union (NFU), Agriculture and Horticulture Development Board (AHDB), Defra, and sits on the Animal Health and Welfare for England, previous RUMA Agri Chair since 2013. RUMA CA&E was established in 2020, based on the success of RUMA Agri with backing from the VMD at the time. **Steve Howard** – RUMA CA&E Secretary General, which operates alongside his day job as Head of Clinical Services for PDSA, the Pets dispensary for sick animals; a large charity delivering veterinary services to those who can't afford private veterinary fees (for Dogs, Cats and small animals). Part of the PDSA role is to oversee clinical governance, and medicine stewardship in Britain forms a large part of that, ensuring the use of medicines in a sustainable manner. Within his role as Secretary General for RUMA CA&E, he leads on some of the work packages; primarily with an antimicrobial focus but now expanding into other medicine stewardship within CA&E sectors. RUMA CA&E determine drivers from a one health perspective, such as antiparasiticides for Cats and Dogs (Spot-on treatments) and anthelmintics/antiparasiticides in the equine sector. This led to wider discussions around our role as RUMA CA&E and how we can assist the equine sector. This led into discussions with CANTER and has encouraged the offer from RUMA CA&E to rehome CANTER, post VMD.

Dawn Howard – is the Chief Executive of NOAH, the trade association representing the animal health industry, she previously worked for Defra and NFU and is a member of the RUMA CA&E Board. She is the RUMA CA&E Treasurer and this support would cover CANTER activity in the future.
Mary Bawn – Communications lead for RUMA CA&E and has worked 25 years in comms across veterinary and animal welfare sectors, 18 years of which were alongside Steve Howard, at PDSA as head of communications. She now runs her own company as a communications consultant and is the Comms Lead for RUMA Agri and AMTRA, and is a communications trustee for RCVS Knowledge.
Bridget Lloyd – RUMA CA&E administration support - joined the RUMA CA&E team a year ago to assist with office administration duties, and works on a flexible, part-time basis in this role. Background in agriculture and is a specialist breeding consultant for the ovine sector.

RUMA CA&E chair – brief overview of our offer to rehome CANTER – Gwyn Jones

We were approached, at the end of October, as a potential to rehome CANTER but the timescale was very tight. RUMA CA&E Board and many of our Alliance members saw this as an opportunity and a positive step within the equine sector. However, neither party could gather enough information in the time allowed, to enable us to present detailed plans for our Extraordinary Board meeting (in early December). The suggestion to offer a temporary home was offered, thus allowing CANTER minimal disruption and in hope to alleviate any pressure or disruption to CANTER, whilst the VMD needed to extract themselves.
Gwyn confirmed that RUMA CA&E respects that this is a decision CANTER steering group members to decide, with no pressure from us on timelines.
In his capacity as Chair of RUMA CA&E, his role is to protect the brand of RUMA, including both RUMA Agri and CA&E, and our overall reputation. For this reason, should CANTER choose to proceed with the offer, we would need to work under RUMA CA&E governance to some extent.

- All finances would be handled by Dawn Howard, our RUMA CA&E Treasurer. The CANTER account activity would be reported separately within the year-end accounts.
- RUMA CA&E would need to have to have oversight of any communications, using the expertise of Mary Bawn, as our RUMA comms link, purely to ensure brand protection for RUMA.
- Bridget Lloyd would be available to assist with CANTER office administration duties, including organising meetings dates, agendas and producing minutes, following up on actions, managing mailing distribution lists and ensuring documents are filed correctly within the google drive space.
- We see CANTER as a good fit alongside other RUMA CA&E activity and fully respect what you have already achieved in such a short time.
- Julia confirmed that she felt our visions are very well aligned and commented that RUMA CA&E appear to have good governance already in place which CANTER can benefit from. She confirmed the intention of this meeting is for the CANTER group to reach a clear decision to proceed or not alongside RUMA CA&E.

RUMA Introduction presentation – Mary Bawn

RUMA CA&E provided a brief background explaining the history of RUMA and how RUMA Agri and RUMA CA&E work. In brief:

- RUMA Agri was established in the late 90s with sibling company RUMA CA&E established in 2020. Two separate organisations, shared similarities in their vision.
- RUMA Agri, was established in 1997 to promote the high standards of food safety, animal health and welfare in British livestock industry and operates as a non-profit organisation. It has a unique cross-sector role with organisation representatives from all areas of the food chain, farm-to-fork. Following the Lord O'Neill report (2016), the Targets Task Force (TTF) was set up with a 5-year antimicrobial resistance (AMR) strategy.
- The TTF includes a farmer representative and a vet from each animal sector to create reduction targets. 2014 – 2023 has seen significant reductions; 59% in antibiotic sales to treat animals and 84% in the use of HP-CIAs (high priority, critically important antibiotics).
- RUMA Agri is a large collaboration, with 26 organisations involved.
- RUMA CA&E, was inspired by the success of RUMA Agri and is a new collaboration focused on the responsible use of medicines in companion animals (dogs, cats and small mammals/exotics kept as pets) and equids. It has a similar focus for enhanced stewardship across all elements.

- Our vision: For the UK to lead the way in the responsible use of medicines in the Companion Animal and Equine sectors, through evidence-based and measurable activities that will improve the stewardship of medicines and optimise animal health and welfare, as well as related human and environmental health.
- Our mission: To promote, enable and measure responsible use, with an evidence base and all activities promoted by RUMA CA&E are measurable without causing a negative impact.
- Our ethos: To respect each other's expertise and RUMA CA&E assists and facilitates the promotion such messages.

- RUMA CA&E flagship campaign is the Antibiotics Amnesty which relies on a huge collaboration and provides great focus on medicine use and disposal. Our hope is to widen the campaign remit this year to include all medicines. This campaign is promoted within the profession (vets/sales manufacturers and retailers) and also to the end users (owners).
- Our Annual Report, published in December, promotes the activities of RUMA CA&E and is also used as a platform to enhance and amplify all areas of medicine stewardship work within our subgroups and Alliance members.
- RUMA CA&E subgroups include:
  - Targets and Measures, chaired by Kit Sturgess, with an initial focus on antibiotic use. This group has been active for around 18 months and is tasked with determining what should be measured and setting realistic targets for antimicrobial use (AMU). Our first targets, for dogs and cats, will be announced in the near future. The group will then turn focus to parasiticides.
  - Medicine Stewardship, chaired by Steve Howard, concentrates on the safe use and disposal of other medicine groups, considering impact and outcomes from a One Health perspective (human, animal and environment). This group already benefits from the involvement of some members involved in the CANTER core steering group.
- Independent Scientific Panel (ISP), led by Pete Borriello, includes a team of experts across human and animal medicine which helps to shape our guidelines and publications, providing vital back-up support to RUMA global for media responses.
- We have five core office holders including our Chair, Secretary General, Treasurer, Communications and Office Administration.
- RUMA CA&E benefits from a growing collaboration of stakeholders, increasing as we gather pace in our activity, with more members interested to join, our Alliance currently includes 22 organisations.

Q&A from CANTER core steering group - Julia invited questions to raise any concerns:

How is RUMA is funded?

- RUMA CA&E activity is funded in part by the Alliance membership fee and in part by specific sponsorship to support the Amnesty campaign and the Annual Report.
- The RUMA Agri activity is all based on funds raised through the Alliance membership.

What are the expected Office Administration costs?

- Now the guidelines are in place, we understand the office admin needs are minimal, but difficult to quantify without knowing what activity CANTER have planned, in terms of number of meetings per year, and a strategic activity plan to show future ambition, we also do not know how the group operates in terms of CANTER communications.

Mary Bawn, RUMA comms lead was invited to join the CANTER comms subgroup?

- Although we are already well aligned, this would avoid any caveats and ensure a collegiate response – all were in agreement that this would be to provide support to the CANTER comms team and would enable RUMA CA&E to amplify and promote CANTER messages in a supportive role and helps to identify or resolve issues arising.

Communication of the Alliance between CANTER and RUMA CA&E?

- It was agreed that although CANTER already have a brilliant brand identity, it is too soon to discuss future branding decisions, both in terms of visual identity and how to explain the relationship in words, This will be a separate discussion for the future.
- During the transitional period, initially we would keep everything as it is, using the CANTER logo as appropriate, whilst ensuring protection of the RUMA CA&E brand identity.

What is the proposal for CANTER funding, how much is required and will it come via RUMA CA&E?

- CANTER funding is the next thing to sort out, it was clearly stated that all activity specifically for CANTER must be self-funded, CANTER is not expecting to benefit from RUMA CA&E funds, as this would negatively impact their own business activity.
- Further conversations are needed to determine the previously verbally agreed funding and to get confirmations in place, before any invoices can be raised.

What happens with the host CANTER email account which receives incoming queries directly from the website?

- The previous email address used to communicate with the CANTER membership (anthelmintic.resistance@vmd.gov.uk) will stay with the VMD, so CANTER will need to determine which email address to use for such communications going forwards. Also, the VMD mailbox receives emails when people complete the forms (to receive updates and/or to provide feedback) on the CANTER website and so the email address that is linked to the website will also need be changed.
- There is a current CANTER specific gmail address if helpful, monitored by Claire, others could be set up as necessary.
- There is an online form which can be used by people outside the organisation to contact CANTER which can be forwarded to any address. https://canterforhorses.org.uk/feedback/
    - CANTER representatives to categorise what email addresses are needed and the purpose to help solve the issue.
    - RUMA CA&E have distribution lists with contacts and email addresses linked to various activity groups (Core Office Holders, Board or Alliance member lists, Subgroup lists), plus a general email linked directly to the website.
    - It was agreed that Jodie, VMD will disseminate information to the key people and then work alongside Julia/Bridget to ensure the administration is done.

Agreement from CANTER core steering group to proceed or not? Julia asks for all individuals to confirm their interest alongside her with a yes, no or need a private discussion.

All in the meeting confirmed their agreement, including:

- Hillary, Nicky, Tim, Jacqui, Claire Shand, Lois, Martin, Esther, Wendy, Lucy, Claire Williams, and Jeremy.
- Alison and Jodie having coordinated the proposal abstained from voting.
- Next steps include;
    - Gaining agreement to share email distribution lists from members
    - Confirm future strategic plan to allocate funding commitment required by CANTER for their future development objectives including comms, website and administration. This will be shared with the steering group with estimated funding requirements and total sums indicated for transparency.
    - Contact CANTER members to follow up funding offers, there has already been a number of conversations regarding SCOPs finding model.
    - It was previously agreed, at the December meeting, to adopt a phased funding approach, with initial contributions already offered from some on the steering group to support CANTER with financial aid, detail was included in the minutes from that meeting. CANTER would then look to approach wider membership in the longer term. It has been a standing action point to formalise this agreement with the initial funders once a treasurer is in place.
    - All agreed that from a practical point it makes sense to operate using the existing RUMA CA&E bank account, reporting CANTER activity separate to RUMA CA&E with CANTER income and activity detailed through these reports.

How do RUMA CA&E handle transparency?

- A Year-end Report is produced with an annual account at the end of each year which are discussed at the Board meetings, our financial year-end is January. Invoices are raised and non-payers are followed up. RUMA CA&E is registered with Companies House and information is publicly available. Existing members and other interested potential parties are contacted by letter at the end of the year, this allows us to communicate directly with all parties, to confirm activity over the past 12-months and highlights our future plans. The letter provides notice that

the membership renewal fees are due and we remain available to members for discussion about fees.
- To date, in order to be involved in CANTER, organisations have not had to provide membership fees, with many organisations representing charities.

Nominate CANTER person to update and confirm distribution/contact lists to be shared with RUMA CA&E, confirm timeline and a dedicated point of contact for CANTER email address.
Jodie has email distribution lists, currently held on excel spreadsheet which can easily be sent to Bridget. Claire Shand also has some email lists from the website (Mailchimp) data capture. CANTER also has a shared Google drive. • VMD will need to request permission from each person/organisation in order to pass on this personal data. All agree this would be a correct procedure to follow. • RUMA CA&E would need to have a written copy of such permissions in case of any future challenges from any party to provide evidence of following the correct steps in data sharing.
Google drive
RUMA CA&E use a shared google drive to store documents relevant to our various activity. We have specific folders for governance, membership, meetings, and other activity. Steve, Mary and Bridget have access to this shared drive. Documents are stored appropriately within this space. In essence, CANTER could become a new subgroup folder within RUMA CA&E, with all documents stored in this space. • The CANTER comms team use a google drive as an asset dump, where they can access items for various campaigns, such as logos, infographics, images, files for PowerPoint etc.
Nominate CANTER person to hand over any documents to Bridget, set timeline.
As part of the handover, we will need to get funding in place, which will be confirmed after initial discussions/actions already identified have taken place.
Forward any known meeting dates/set items for agenda to Bridget, confirm timeline.
There are no meetings currently in the diary – further dates to be confirmed at a later date.
Confirm date for temporary homing trial period
Too soon to put a date on this but RUMA CA&E are happy to be guided by CANTER on this one.
Future planning – suggestions from the CANTER team, what is on the horizon?

Julia, extended thanks to all those involved in producing the CANTER guidelines, which were published in October last year. Some discussion followed concerning the next phase, including targeted focus on the following CANTER related topics:
• Press release to announce the new stable for CANTER
• Promote these Guideline key points to prescribers
• Develop guidelines to target horse owners
• Develop new chapters in the guidelines for
  ○ Quarantine
  ○ Youngstock
• Streamline our activities
  ○ Consider amalgamating the CANTER subgroups – maintain the comms and the research groups for their specific focus
  ○ Consider quarterly steering group meetings
  ○ Establish frequency of meetings for steering group and subgroups as required
• Develop campaign based objectives – to take to steering group for approval
• Determine new objectives against resource and timeline
• Market research FEC & diagnostic methods suitable for a FECRT

Role of Chair.
The position of Chair for the CANTER group would continue to be elected from within the CANTER steering group as per your terms of governance – all were in agreement that Julia would maintain her position as Chair during this transition period, to a maximum of 2 years.
AOB:
How does our RUMA CA&E Board work and how we will proceed with CANTER? • The RUMA CA&E Board is established from Tier 1 membership of our organisation, in addition, we invite Chairs of the various subgroups and an Alliance representative to join the meetings. Now that we have unanimous agreement from this meeting, accepting the temporary home

offered to CANTER, Julia, as chair, will be invited to join our Alliance meetings during this transition period.

How will we best communicate this partnership between RUMA CA&E and CANTER and do we want to say anything as a formal announcement?

- The comms subgroup, with input from Mary (RUMA CA&E) will develop some wording to provide transparency. In addition a press release can be developed to put up on the website confirming what has been agreed today.
- It was decided that a press release will be developed with a formal announcement ahead of the National Equine Forum (NEF) in March allowing time to organise finer details and use of logos ahead of a such an announcement.
- It was agreed that a holding statement would be developed ahead of the AHDA conference with the formal press release scheduled ahead of the NEF in March. Enclosed:
    - ***With the VMD's role now concluded, CANTER has entered a transition phase.***
    - ***The group is currently in very positive discussions with the Responsible Use of Medicines Alliance - Companion Animal and Equine (RUMA CA&E), an organisation whose values and approach are very much aligned with those of CANTER, to provide governance, accounting and secretariat support, so that they can continue to make progress on their valuable work.***
    - ***Core Steering Group member Julia Shrubb has ably taken on the role of interim Chair to guide the group through this transition.***
    - ***We will share further updates in due course.***