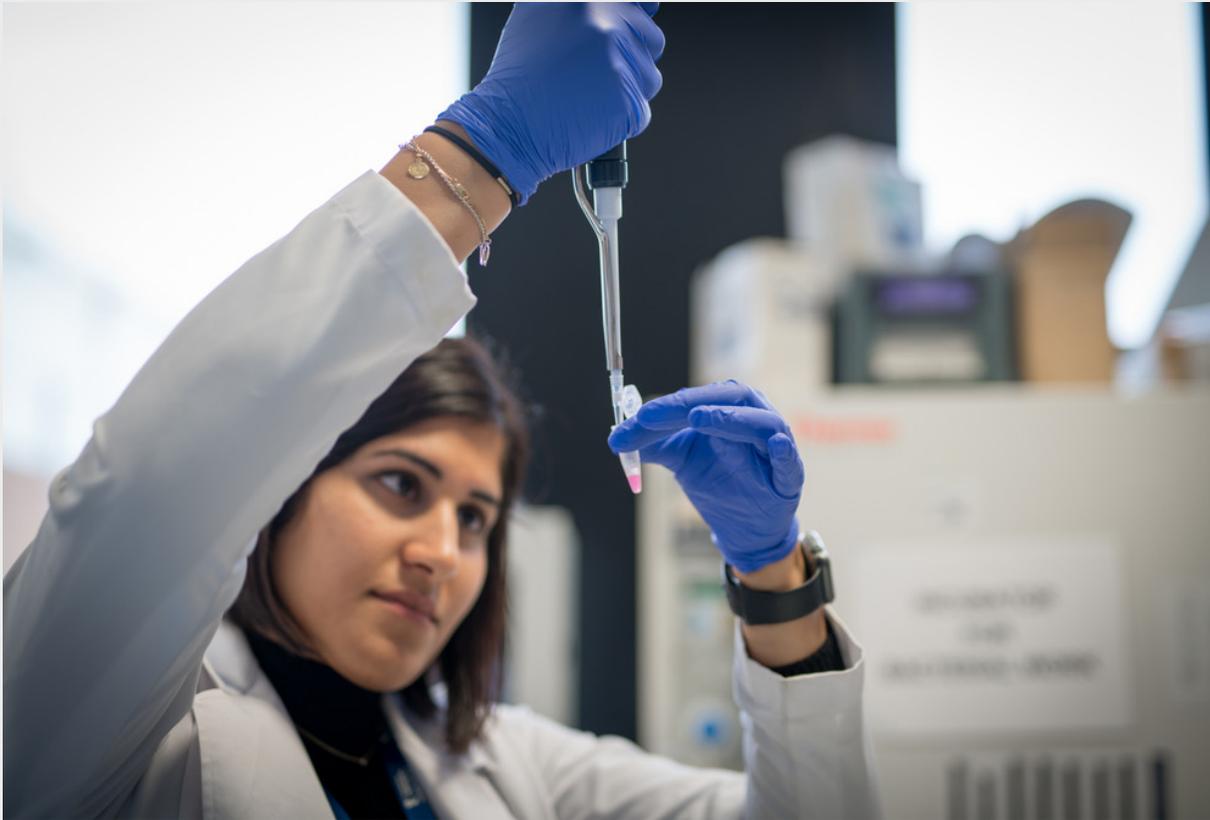




Strategic Plan | 2019 - 2022



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Our mission

FRAME's mission is to support the timely development and implementation of scientifically valid methods which will provide reliable data and replace the need for animal experiments in medical and scientific research, education and testing.

Our vision

A world where non-animal methods are accepted as scientific best practice.

Our values

DEDICATED

We are dedicated to the promotion of the 3Rs (Replacement, Reduction and Refinement).

PRAGMATIC

Where the use of animals is still necessary, we support keeping numbers to a minimum and promote the refinement of procedures to minimise suffering.

EXCELLENCE

We are committed to demonstrating and promoting scientific excellence to develop new and alternative methods that are scientifically robust and reliable.

PIONEERING

We promote the elimination of animal use through campaigning, educating, collaborating, advising and researching via the FRAME Alternatives Laboratory.

COLLABORATIVE

We collaborate with industry and academia to allow us to share and access new knowledge and expertise.

Our objectives and how we plan to achieve them

Strategic Objective

1. To sustain a level of income from donations, legacies and supporters with an emphasis on increasing support from corporates.

Purpose

- Ensure FRAME can continue to fund the FRAME Alternatives Laboratory and at least break-even.
- Minimise financial risk by increasing the value of corporate supporters.
- Raise awareness of FRAME within relevant corporate sectors as a potential scientific collaborator or CSR partner.
- Develop a robust, solid network of loyal supporters.
- Raise public profile of FRAME to encourage donations from the public and ensure future legacy gifts.

What we will do

- Maintain existing relationships with corporate supporters via meetings and regular communication and develop potential new relationships.
- Increase the number of scientific collaborations with industry and other research charities.
- Ensure supporters are engaged and receive regular communications such as FRAME News twice a year.
- Raise FRAME's social media profile and increase the number of followers and engagement.
- Comment on relevant issues and regularly promote FRAME funded research and training.
- Develop and implement a targeted plan to drive more legacy donations.
- Achieve an income of £190,000 from legacies and donations.
- Achieve an income of £60,000-£70,000 from corporate supporters
- Apply to relevant trusts and charities for funding to support FRAME's work.

Our objectives and how we plan to achieve them

Strategic Objective

2. To raise FRAME's profile for scientific research into non-animal and alternative methods.

Purpose

- Become known as a leading funder of alternatives.
- Help raise our profile within the scientific community and build strong collaborative relationships.
- Ensure clarity across all audiences as to what FRAME stands for.

What we will do

- FRAME Alternatives Laboratory to focus on specific projects including in-vitro human liver model and possible cell-line development.
- Promote research projects and published papers funded by FRAME via website and social media.
- Offer grants and awards for relevant research including the Annual Summer Studentship programme.
- Continue publication of ATLA and increase impact factor of the journal by 2022.
- Form networks with SMEs, aligned organisations and charities

Our objectives and how we plan to achieve them

Strategic Objective

3. For FRAME to be viewed as a trainer and educator.

Purpose

- Fulfil our commitment to the promotion of the 3Rs.
- Build long term relationships with existing and future supporters of FRAME.
- Improve scientific planning and analysis in animal research.
- Encourage the use of alternatives and share knowledge of alternative methods.

What we will do

- Continue to run annual FRAME training schools worldwide.
- Support 3Rs, experimental design and statistics training within the University of Nottingham (on the Doctoral Training Programme initially in 2019).
- Look at the collaborations to increase similar training in other universities.
- Continue providing block grant to the UoN for staff, equipment and consumable costs to support PhD students in the FRAME Alternatives Laboratory (10-15 PhD students per year. 1-3 post docs).
- Develop resources and teaching materials for schools by 2020. Launch school programme by 2022.
- Hold annual training/celebration events e.g Symposiums.

Our objectives and how we plan to achieve them

Strategic Objective

4. To position FRAME as an influencer and thought leader.

Purpose

- Challenge existing legislation and create the debate around the 3Rs.
- Be seen as a leading light and 'voice' in alternatives.
- Challenge the UK and EU legislation.

What we will do

- Identify relevant MPs and develop relationships.
- Invite industry, scientific and political stakeholders to the Annual Lectures.
- Carry attitudes survey on public perceptions and understanding in 2019. Develop PR and comms plan.
- Continue to publish FRAME News and comment on relevant stories and issues.
- Key concerns for 2019-2021:
 - More funding for alternatives.
 - Challenge two species rule in drug development and advocate use of most relevant species.
 - Support a reduction in genetically altered animal use in research.