



# The Kennel Club Good Citizen Dog Scheme Annual Awards 2010

## Calling all Good Citizen Dog Scheme Training Organisations and Local Councils

The Kennel Club Good Citizen Dog Scheme is the largest dog training programme in the UK which promotes socially acceptable dogs through its comprehensive dog training programme. The Good Citizen Dog Scheme Annual Awards were created ten years ago in recognition of the hard work, efforts and contribution made by dedicated canine enthusiasts.

By promoting the benefits that dogs bring to our society, the Annual Awards is a way of rewarding Dog Training Clubs and organisations that work towards promoting responsible dog ownership. From promoting the Scheme's curriculum, educational talks, poop scoop campaigns to sponsored dog walking etc, all aspects of canine awareness are of great benefit and can be included in your entry details.



The competition is open to both Kennel Club Registered and Listed Status Clubs who have hosted a Good Citizen test or Puppy Foundation course in the last 12 months.

Local Councils that have held campaigns in the last 12 months to promote responsible dog ownership are also eligible to enter. We would like to hear about all the promotional activities you have been involved in. There are now over 2000 training organisations that run Good Citizen Dog Scheme training courses throughout the UK from the north to south, east to west. There will be many different types of involvement from obeying the country code to promoting dogs in the inner city. The competition will be split into four categories, whereby representatives from the finalists in each category and one overall winner will be invited to the Kennel Club at Clarges Street on Friday 12 February 2011 for the Annual Awards presentation.

A	B	C	D
KC Registered Training Club	KC GCDS Listed Status Organisation (including Adult Education Centres, Agricultural College and Armed Forces Training Clubs)	KC Registered Breed Club KC Registered General Canine Club KC Registered Ringcraft Club	Local Council Category (Most Effective Campaign)

Closing date for entries is Friday 7 January 2011

The Kennel Club  
Good Citizen Dog Scheme  
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London W1J 8AB

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email: [gcds@thekennelclub.org.uk](mailto:gcds@thekennelclub.org.uk)

Presented by



THE KENNEL CLUB

[www.gcds.org.uk](http://www.gcds.org.uk)

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## How to apply

Each application must be submitted on an Initial Annual Awards entry form, giving details of your club/organisation together with any attachments. (See below for details).

Entries must be received at the Kennel Club by Friday 7 January 2011.

Your entry should include a brief written report and any of the following or a mixture of both:

- A diary of your Club's activities throughout the year
- Details of the total number of Good Citizen tests/courses and results for the year
- Press cuttings, photographs or local articles
- Anything of interest showing details of how your organisation has undertaken to help promote the Kennel Club Good Citizen Dog Scheme and responsible dog ownership



## Suggestions to incorporate in your entry

Tell us about any of the following and show examples where appropriate.

### Dog Training Clubs & Organisation

- Does your organisation hold regular Good Citizen Dog Scheme training courses or offer testing sessions at your club, annual shows or local events? How many Good Citizen Dog Scheme courses and/or tests have you conducted in 2010 at all levels?
- Do you have special course materials prepared to promote responsible dog ownership to new owners?
- Do you have any involvement with your local Council /Dog Warden?
- Has your organisation been involved in any educational talks or demonstrations that promote the Good Citizen Dog Scheme?
- Do you organise open days or conduct canine awareness promotions?
- What measures do you have to deal with younger dogs or puppies and their owners?
- Are there any additional features included in your training programme that help assist the promotion of canine awareness and responsible dog ownership?
- Have you been involved with any events such as National Pet Week, National Microchipping month or any Council promotional activities?
- Does your organisation raise funds for charity? If so, give details of your involvement and achievements.
- Does your organisation provide any other benefits to local residents? How do you promote responsible dog ownership within the community?
- Have you ever promoted the Kennel Club's Open For Dogs initiative?
- Do you encourage young people to become responsible dog owners?
- Do you visit schools to educate pupils about responsible dog ownership?
- Have you ever promoted the Kennel Club Safe And Sound Scheme?

### Councils

- Have you helped other canine organisations to promote the Scheme?
- Are you involved with any local Training Clubs, if so what support do you offer them?
- Does your Council enforce the Clean Neighbourhoods & Environment Act or a similar Bylaw and if so how is it enforced? What initiatives have you progressed to prevent indiscriminate fouling within your community?
- Have you assisted in any KC Dog Campaign?

## Guidelines - Category A- C

Entries will be accepted from a Kennel Club Registered Dog Training Club, Kennel Club Listed Status Training Club, Kennel Club Breed Club, Kennel Club General Canine Club, Kennel Club Registered Ringcraft Club, Adult Education Centre or Agricultural College. Any organisation applying must have hosted at least one Bronze, Silver or Gold Award test or a Puppy Foundation course in 2010. Entries should include all aspects of a Club or organisation's involvement in promoting responsible dog ownership. This can include educational information provided to course participants for activities undertaken as a club or group i.e. fetes, local campaigns etc.



Category A and Overall Winners  
Nuneaton DTC

## Guidelines - Category D

Responsible Dog Ownership Award for local councils at the Good Citizen Dog Scheme Annual Awards.

**WIN £3,000 worth of funding for a responsible dog ownership campaign for your local authority in 2011!**

## Background

The Kennel Club's Responsible Dog Ownership campaign has been running since November 2003 and has tackled a number of regions in the UK, as well as providing ad hoc support to different areas and groups throughout the year.

What is more, the campaign has attracted attention from a number of individuals and smaller action groups within local communities, who are keen to take some action against some of the canine related problems (such as fouling) that they are experiencing in their own neighbourhoods.

During 2010 the Kennel Club issued over 100,000 dog-waste bags, 40,000 information leaflets and 3,000 posters as part of its Responsible Dog Ownership campaign.

The Kennel Club is keen to continue to support local authorities in their work in the future and to recognise the achievements of different organisations. With this in mind, the Kennel Club continued to promote an award as part of the Good Citizen Dog Scheme Annual Awards 2010.



Category B Winners  
Wymeswold Canine Citizens Group



Category C Winners  
The Mastiff Association



Category D Winners  
Perth & Kinross Council

## Prize money to the value of £3,000

### Most effective current campaign run by a local council to promote responsible dog ownership

The Kennel Club will be looking for the most effective campaign run by a local authority – and wish to see clear demonstrable results from this.

Entrants should prepare a short report that specifically answers the following questions:

- What are the key issues that the campaign is seeking to address?
- How long has the campaign been running?
- What resources does the local authority have i.e. staff numbers, budget etc?
- What does the campaign involve e.g. event organising, PR, advertising, School visits etc?
- Does the local authority have any references/testimonials from local residents/officials to support their work?

Entries should be supported with any examples of materials that have been produced, press cuttings, photographs from events and any other supporting evidence that may be available.

The report should be submitted to the Kennel Club in hard copy format and should not exceed 10 pages of typed copy.

## Case Study

The Kennel Club has worked with a number of different local councils over recent years to help them promote the importance of responsible dog ownership to their community. Activities that the Kennel Club has helped them conduct include:

- Advertising around trees in town centres
- Press releases to local media
- Poop scoop fun days
- School Visits
- “Flagging” systems for dog poo in local parks

## Terms and Conditions for Category D

Entries for this category (the most effective campaign) should be based on a campaign that has been running since August 2009 onwards.

The Kennel Club reserves the right to use category winners to publicise and promote both its Annual Awards and Responsible Dog Ownership campaign.

All entries will be judged against the criteria stated above, the quality of the written submissions and supporting materials where appropriate. The decision of the judges is final.

The Kennel Club will return entries to local authorities following the completion of the judging and awarding of prizes at the award ceremony.

The Kennel Club will award the winning entry with funding towards a responsible dog ownership campaign, which must take place during 2011. However, the winning local authority will be entitled to determine the timing for the campaign within this 12 month period.

The Kennel Club will not make a direct cash payment to the local authority but rather pay for print and advertising activity to the value of £3,000 to the winning council.



Has your club been involved in any educational talks or displays? If so, please give details:

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Does your club promote the Kennel Club Safe And Sound Scheme or equivalent? If so, please give details:

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Does your club support any charities? If so please give details:

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Can you give any details of any success stories or challenges that your club has succeeded with?

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# The Kennel Club Good Citizen Dog Scheme - Annual Awards Application Form 2010 (D)

## Local Authority - Most Effective Campaign

Name of Organisation: .....

Contact: .....

Address: .....  
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Postcode: .....

Daytime Telephone Number: .....

Email Address: .....

Number of full and part time staff: .....

Budget allocation: .....

Please give details of your Involvement with the Scheme:  
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Does your council promote any local community initiative? If so, please give details:  
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Please list other involvements your council has participated in i.e. National or local events and canine promotions that you have been involved with:  
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Have you been involved in any educational talks or displays? If so, please give details:

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Does your council promote the Kennel Club Safe And Sound Scheme or equivalent? If so, please give details:

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Does your council enforce the Clean Neighbourhood & Environment Act or similar Bylaw and if so how is it enforced? What initiative have you progressed to prevent indiscriminate fouling within your community?

If so, please give details:

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Please add any other information that you think is relevant to your entry. You may continue on extra sheet(s)

Please send your completed application form with attachments to:

The Kennel Club Good Citizen Dog Scheme

1-5 Clarges Street, Piccadilly, London, W1J 8AB

By Friday 7 January 2011 (Entries to be received by)

Summary of report:

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Don't forget to enclose any photographs, press cuttings, video footage, articles or anything of related interest with your entry.