Our first year as a Company limited by guarantee was dominated by the agreement with British Land plc and a considerable amount of work as we progressed with the plans for a new building for the Club within the development plans for the ‘Clarges Estate’.

The Members approved the General Committee’s recommendations regarding the disposal of the £12m, which formed part of our agreement with British Land and was received once the contract was signed. Work has commenced to locate and acquire a freehold property in Aylesbury to house our business centre. Active investigation of opportunities for the purchase of land or sites for development as canine activity centres has also begun and a Legacy Investment Fund has been established to provide applicants with access to funding for projects that help fulfill the Kennel Club’s strategic objectives. The agreed additional contribution of £720k was also made to the Kennel Club Pension Scheme.

Another memorable and significant achievement is UKAS accreditation for our Assured Breeder Scheme. After a year of great activity, refining and reviewing the Scheme, and following a series of audits carried out by UKAS, accreditation was confirmed at the beginning of 2014. As a result we have introduced changes to the Scheme that include periodic assessments, something that many have called for since the inception of the scheme ten years ago. The Assured Breeder Scheme has the potential to set the standard for anybody breeding dogs and the next steps, over the next few years, will be to encourage its wider use.

Early in 2013, Defra announced its intention to introduce compulsory microchipping in England from April 2016. We have employed our experience with Petlog to develop a collaborative relationship with Defra and thus have assisted in the development of the Regulations and Standards that will be required before compulsory microchipping becomes a legal requirement. Compulsory microchipping alongside the Assured Breeder Scheme will act together to improve the health and welfare for dogs bred in England and we expect the situation to be similar in Wales and hopefully Scotland too.
Internally, we have projects to achieve quality standards in ISO27001 (Information Security), which in association with a successful triennial review certifying the Club as compliant with ISO9001 (Quality Management Systems) and our Investors in People status demonstrate our capacity and reliability in operating information databases.

Business performance in 2013 was good and although early trends led to a forecasted further decline in registrations and transfer numbers, the last quarter of the year yielded a significant recovery. As a result we were able to maintain the level of our donations to the Charitable Trust and the Educational Trust. Bearing in mind the challenging economic climate and the burden this has placed upon the work of the many dog rescue centres throughout the UK, we are sure the Charitable Trust will be able to put the funds we have provided to good use and many dogs will benefit as a result.

Nevertheless, despite this encouraging upturn, work continues to further reduce our overheads, especially in the area of printing and postage costs by moving towards increased levels of electronic delivery of printed material.

Dog health continued to feature strongly in our strategy and this year the High Profile Breeds made good progress in demonstrating improvements in the breed exaggerations that have been the driver for so much interest in the health and welfare of pedigree dogs. The removal of another breed (French Bulldog) from the list of high profile breeds and the changes to Breed Watch promise further progress over the next twelve months. Alongside this work the work of the Kennel Club Genetics Centre continues to produce useful genetic tests for a number of inherited diseases.

Crufts, Discover Dogs and our website are the shop window that demonstrates to the public just how much the Kennel Club does to make a difference for dogs and this past year has truly been a success in defending the reputation of the dog in society. None of this would be possible without the people who make it happen and for their support we are both very grateful. We would like to record our gratitude for all the hard work of the Kennel Club staff, the members of the General Committee, the sub-committees and various liaison councils and working groups who contribute so much to the success of the Kennel Club and to the improvement of dogs.

Steve Dean
Chairman

Rosemary Smart
Chief Executive
We **invest** in dog health research projects and health programmes through the Kennel Club Charitable Trust and in our Genetics and Cancer Centres at the Animal Health Trust.

We **develop** knowledge through our research investment, developing DNA and other screening tests to help breeders breed healthy puppies, and through our Health Test Finder Service and Mate Select service on our website.

We **educate** puppy buyers and dog owners through events and schemes such as Crufts, Discover Dogs, the Good Citizen Dog Scheme, the Safe and Sound Scheme and through the Kennel Club Educational Trust which promotes responsible dog ownership and social responsibility.

We **encourage** the highest standards of breeding through our Assured Breeder Scheme and use the show ring and competitive activities to encourage the breeding of sound, healthy dogs which are Fit For Function: Fit For Life.

We **train** judges, show officials, dog trainers and dog, owners to reward and promote healthy dogs.

We **plan** - for the future through the Young Kennel Club which provides ongoing education for those who will be entrusted to take our objective of healthy, happy dogs forward.

The Kennel Club is committed to improving the health and welfare of all dogs in the UK, and pedigree dogs in particular.

Alongside the Kennel Club Dog Health Group which continues to lead on this work, a variety of different groups of people, including breeders, breed clubs, scientific bodies, judges and the veterinary profession all have a vital role to play in this.

This is how each has contributed to this work over the past year:

**Dog Health Group**

The Kennel Club Dog Health Group (DHG) aims to address health issues affecting dogs across a number of areas, and has four sub-groups which focus on Genetics and Health Screening, Breed Standards and Conformation, the Assured Breeder Scheme and Activities Health & Welfare respectively. A number of independent leading experts, including canine and human geneticists, scientists, veterinary surgeons and behaviourists sit on either the DHG or its sub-groups.

One of the main issues looked at over the past year by the DHG has been an application from representatives of the French Bulldog breed to be removed from Category 3 of Breed Watch (formerly known as ‘high profile’ breeds). All the criteria for removal set by the Kennel Club was met and the breed was removed from the list in autumn 2013. There are now 13 breeds classified in Category 3 and these continue to be monitored by the DHG.

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**Health and Welfare**

Agility is the fastest growing dog activity in the UK and attracts a wide range of participants, both two-legged and four. It is suitable for dogs and humans of all ages and is a great way of keeping fit, a fact highlighted by its role in the Kennel Club’s Get Fit With Fido campaign, which encourages people to lose weight with the aid of their dog.

The health and fitness of dogs taking part in agility is of paramount importance to the Kennel Club. The Kennel Club added an Activities Health and Welfare sub-group to its Dog Health Group in 2012, with the aim of reviewing and initiating research into the various activity disciplines overseen by the Kennel Club.

One such piece of research was carried out on behalf of the sub-group at the Kennel Club International Agility Festival, held at Rockingham Castle in August 2013. Building on a previous large scale questionnaire investigating the occurrence of injuries in agility dogs, several studies on body conditioning and assessment of judges’ incident reports were carried out.

Approximately 120 dogs of all heights and grades were filmed by special high speed cameras as they jumped a line of three jumps with different spacing. These cameras were recording at 240 frames per second, and the data recorded will help give the sub-group a new insight into how dogs jump and how jump spacing affects this. The Kennel Club will publish its findings to the agility community, as well as through journal articles aimed at both scientific and applied audiences.

The information gathered will contribute to ongoing discussions about jump heights, distances between jumps and other agility related issues, helping to ensure the health and welfare of all dogs taking part in the sport both now and in the future.
A working party tasked with reviewing the veterinary health check process at Championship dog shows for Ginglyo 3 breeds reported its findings to the Kennel Club AGM in May 2013 and some of the recommendations have been referred to the relevant sub-committees for consideration.

More detailed information on the work of the Dog Health Group throughout 2013 can be found in its Annual Report.

Breeders

The Kennel Club Assured Breeder Scheme (ABS) was set up in 2004 and celebrated its tenth anniversary at Crufts this year. The ABS has over 8,000 members who have signed up to a code of breeding practice which promotes the breeding of healthy, happy puppies. The Kennel Club is accredited by the United Kingdom Accreditation Service to certify dog breeders under the Assured Breeder Scheme being introduced in the last year.

All members must now receive an assessment visit before they may register puppies under the ABS, with the scheme being introduced in the last year. These visits will help to address the increased number of kennel visits required. A number of new DNA tests, clinical health tests and other breed specific welfare-related requirements were added to the ABS during 2013.

The Kennel Club held its Breeder Symposium around the UK with the support of Royal Canin during 2013. More than 700 breeders attended the events which covered a broad spectrum of health and breeding subjects from genetics and reproduction to hygiene and kennel management.

Breed Clubs

The introduction of new breed-specific guidelines under the Assured Breeder Scheme is largely as a result of collaboration between the Kennel Club and registered breed clubs.

Each breed has elected a breed health coordinator and the Kennel Club has set up a network to communicate with all breeds regarding health. A health coordinator’s symposium is held at the Kennel Club Building at Stoneleigh each year and continues to be popular and useful. The 2013 symposium focused on developments in canine health and common problems encountered by the health coordinators.

Scientific Work

The Kennel Club Genetics Centre at the Animal Health Trust was founded in 2009 following a grant of £1.2 million from the Kennel Club Charitable Trust. The centre recently published a report on its first five years, which highlighted the significant progress made, including the development of DNA tests for ten different genetic mutations across 29 separate breeds.

This brings the total number of mutations identified by the centre at the Genetics Centre to 14 and this success has been recognised through a further grant of £1.55 million from the Kennel Club Charitable Trust over the next five years. The Trust also supports the work of the Kennel Club Cancer Centre at the Animal Health Trust, the building of which was made possible through a £1.5 million loan from the Kennel Club.

The number of DNA screening schemes recognised by the Kennel Club has now risen to 130 with many new schemes approved in 2013. These allow dog breeders to make better informed choices over which dogs to breed from. The Kennel Club continues to offer a DNA profiling and parentage verification service to aid dog owners prove the pedigree status of their dogs.

In December 2013, the Kennel Club launched an online research exchange called the Bio-Acquisition Research Collaboration (BARC). BARC enables researchers to request and share tissue samples to assist with canine research, allowing them to pose requests for samples based on particular specifications, such as the health status of the required dog(s), the age and sex of the dogs, and how the sample should be preserved.

In 2013, the Kennel Club introduced a new three-tier process covering health screening programmes which assess the quality of dogs’ hips, elbows and eyes, with a further scheme for Chondrodystrophy/Syngonomyia in Cavalier King Charles Spaniels and other breeds now in place.

In June 2013, the Kennel Club launched The Kennel Scoop, a quarterly e-newsletter for veterinary practices. The purpose of the newsletter is to highlight recent developments in research and to provide information that will be of interest and of use to veterinary professionals. Each issue of the newsletter is currently sent to approximately 3,000 veterinary professionals, with the number of subscriptions increasing with each issue.

The Kennel Club attended the BSAVA Congress and the London Vet Show to engage with members of the veterinary profession and explain some of the advances that are currently being made. Nearly 650 veterinary students registered to attend Crufts 2014 to hear talks and meet key staff. They were also able to meet the winners of the second Kennel Club Charitable Trust International Canine Health Awards, which were presented at the show.

The awards were again generously sponsored by Vernon and Shelby Hill of Metro Bank, and carried a prize fund of £50,000. The two awards were given to individuals who are carrying out innovative research to improve the health and wellbeing of dogs. The awards are the largest International veterinary awards and recognise and support canine researches, veterinary scientists and students from around the world.

Dog Show Judges

The Kennel Club firmly believes that dog show judges have a crucial role to play in improving the health and welfare of dogs. Judges are required to reward only healthy dogs in the show ring and have been given the authority to remove any dog from the ring on visible health grounds as they see fit. For some breeds, official observers are appointed to assess judging to ensure that judges comply with these requirements.

In 2013, the Kennel Club enhanced its Breeds Watch initiative, which encourages judges to provide up-to-date information on visible health conditions and identify emerging points of concern for individual breeds, through the Dog Health Group. The improvements include the creation of a new three-tier process covering all breeds, and the extension of both mandatory and voluntary health reporting by dog show judges. A Breed Watch Education Day was held at the Kennel Club Building at Stoneleigh in February 2014 to help judges develop a better understanding of the resource.
The registration of dogs, both pedigree and crossbreed, and the subsequent transfer of their ownership from breeders to new owners is central to the Kennel Club’s work.

Registrations and Services

The Kennel Club registers over 223,000 pedigree puppies per year, a decrease of just 2.4% on the previous year despite having budgeted for a fall of 6%. Of these, almost 150,000 were transferred into new ownership, a rise of 64.6%. The ability of breeders and new owners to carry out both registrations and transfers online continues to grow in popularity, with over 70% of registrations and 75% of transfers carried out by this method last year.

Find a Puppy

The online Find a Puppy service continues to support puppy buyers looking for a Kennel Club registered dog and provides top tips to those dogs bred by members of the Assured Breeder Scheme. In November 2013 the listing was updated to show all members of the ABS who have received a kennel assessment and early in 2014 further work to illustrate those who have been UKAS certified. The number of breeders and puppies being advertised on the service increased by 12.5% and 0.5% respectively, the volume of searches grew by 15% to almost 4.5 million in 2013.

The service also allows people to access a list of Assured Breeders across all breeds, regardless of whether they currently have puppies for sale. This is to encourage buyers to wait for puppies from Assured Breeders to become available. This service was used over 1.85 million times during 2013, an increase of almost a quarter on the previous year.

Find a Rescue

The Kennel Club continues to promote the work of hundreds of Kennel Club Breed Rescue (KCBR) organisations throughout the UK, which collectively helps to re-home over 22,000 dogs each year. The Find a Rescue service enables people interested in taking on a rescue dog to find their nearest KCBR and this service attracted over 540,000 searches during 2013, an increase of over a quarter on the 2012 figure.

Find a Club

The Kennel Club’s Find a Club service allows dog enthusiasts to search for their nearest dog clubs, whether they be breed clubs, or those which specialise in dog training or other activities such as agility. An average of around 17,500 searches were carried out each month over the past year, over 2,000 more per month than 2012.

Breed Information Centre

The Breed Information Centre is an area on the Kennel Club website providing information on each of the 215 recognised pedigree dog breeds. It includes links under each breed to health information, Assured Breeders, breed clubs, breed images and the Breed Standard. Almost 3.5 million searches were made during 2013, a 12% increase on the year before.

Mate Select

The Mate Select resource provides a number of online services which assist dog breeders in making their choices of which dogs to use in their breeding programmes, and during 2013, there were almost 150,000 searches carried out. The Health Test Results Finder, which enables published health test records of KC registered dogs to be viewed, continued to prove popular with over half a million searches made during 2013. Two services aimed at tackling inbreeding also continued to grow, with almost 150,000 searches to calculate the co-efficient of inbreeding (COI) of a hypothetical mating and almost 45,000 searches for the COI of individual dogs carried out. A new service which calculates Estimated Breeding Values was launched for fifteen breeds at Crufts 2014.

MyKC

The Kennel Club’s MyKC service allows breeders, owners and puppy seekers to create a personalised homepage that is linked via tags to dogs, to the Kennel Club’s extensive pedigree database. This allows the account holder to view their dog’s heritage, including any siblings or offspring and offers easy access to the Mate Select service. There are now almost 100,000 MyKC accounts registered with the Kennel Club after its first full year of operation.

Petlog

Petlog, which is managed by the Kennel Club, is the UK’s largest lost and found database for microchipped pets, with over 7.7 million pet owners trusting Petlog to help reunite them with their pets should they become lost. In 2013, almost 100,000 new records were added to the database, an increase of over 10% on the previous year and nearly 350,000 telephone calls were handled in relation to lost and found pets and other general enquiries. Petlog ran its annual National Microchipping Month in June 2013 which helped promote the service further to veterinarians, animal welfare organisations, dog wardens and the police.

Petlog has continued its preparations for the introduction of compulsory microchipping in 2016 by donating 350 microchip scanners to local authorities around the UK in summer 2013 and a further 350 scanners to Kennel Club Breed Rescue organisations in spring 2014. It has also initiated a move to electronic transmission of data for microchip registrations, with up to two-thirds of its data now being received this way.
The Kennel Club licensed over 4,500 dog events last year. Whilst the most famous of these is Crufts, the Kennel Club also supports a wide range of other activities and events throughout the United Kingdom and beyond.

Events and Activities

These include Discover Dogs, agility competitions, obedience and field trials as well as companion dog shows and a wide range of educational events at the Kennel Club Educational Trust’s own purpose built venue at Stoneleigh.

Crufts

Crufts 2014 took place at the NEC, Birmingham in March, with Eukanuba as its principal sponsor. Around 26,500 dogs took part in many activities over the four days of the event and the show attracted a public attendance of almost 160,000 people, closely matching the record attendance for the show with an increase of 18,000 people (7%) on the previous year.

The show was broadcast across three nights on Channel 4 with the remaining coverage on More 4. A total of 4.8 million people watched the broadcasts, with 18 million watching live on Sunday evening.

Of the total number of dogs at the show, over 21,000 dogs had qualified to enter in pedigree breed classes, including over 2,500 dogs from 45 overseas countries which was a record international entry. Three new breeds - Catalan Sheepdogs, Eurasiers and Turkish Kangal Dogs - competed in their own breed classes for the first time, with Eiweiler Mountain Dogs added to the breeds eligible for the Any Variety Imported Register class.

This year’s Best in Show award was chosen by Jack Bisham, and went to a Standard Poodle called Ch/Am Ch Afterglow Maverick Sabre owned by Jason Lynn and John and Sandra Stone. The Reserve award went to a Samoyed, Ch/Nikara Diamond Dancer, owned by Val Freer and Sue Smith.

The Friends for Life competition, which recognises and rewards the remarkable relationships between dogs and their owners, is decided by a public vote from television viewers. It was won by Molly, a Cocker Spaniel and her owner Lucy Watts. Lucy has a life-limiting rare genetic illness called Ehlers Danlos Syndrome but Molly has given her independence.

All of the activities in the main Arena throughout the show were streamed live and free on the Crufts YouTube Channel, with videos of this and past years’ shows also available to view at www.youtube.com/crufts.

The winners of the Kennel Club Breeder’s Competition, supported by Agria Pet Insurance, were the ZentariLua Apsos bred by Margaret Anderson, the breeder of the 2012 Cruft’s Best in Show winning dog, Elizabeth.

Discover Dogs

Discover Dogs is the Kennel Club’s second largest event and takes place annually in November at Earls Court in London to promote choice, care and training when buying and looking after a dog. The 2013 event, sponsored by Eukanuba and Mero Bank, attracted a record attendance of over 36,000 visitors, an increase of 4,000 people (11%) on the previous year.

Among the competitions which are held at the show are the class finals of the Sniff’s Family Crossbred Dog of the Year competition, sponsored by James Wellbeloved and the Companion Dog Club competition finals, which demonstrate the Kennel Club’s commitment to all dogs, whether pedigree or crossbred.

The Kennel Club organised a special Discover Dogs area showcasing 50 of the most popular breeds, and the dog activities ring at the London Pet Show at Earls Court in May 2013. A further 20 breeds were represented at the inaugural Manchester Pet Show in September 2013, where the Kennel Club also helped organise the show’s main ring.

Agility

The Kennel Club’s ninth International Agility Festival was held again at Rockingham Castle, Leicestershire, and was sponsored by CSJ Specialist Canine Feeds. The festival welcomed an increased number of 2,500 entries from 25 different countries and attracted its highest ever public gate. It included a range of competitions for all ages and abilities. Competitions that took place at the festival included the KC Nations Cup and several classes giving entrants the opportunity to qualify at Crufts and Discover Dogs.

The Kennel Club again organised Agility Stakes classes at the London International Horse Show at Olympia in December. These were supported by Joint Aid For Dogs, and provided an excellent opportunity to convey Kennel Club health messages to a large audience.

The Kennel Club organised a team to compete in the European Open Agility Championships in Belgium in July 2013 which came home with three medals. San Illegworm and her dog, Maybe, won gold in the European Open Medium Individual Final, with Natasha Wise and her dog Daisy, taking silver. Matthew Goodliffe and his dog Quincy won the bronze medal in the European Open Large Individual Final.

The Kennel Club firmly believes that all pedigree dogs should be “Fit For Function; Fit For Life” and believes that every dog should be physically capable of carrying out the role that its breed was developed to do, even if this is to be a pet.

Whilst only a low percentage of purebred dogs in the UK ever compete in showing, the Kennel Club is keen champion those dogs which retain their working characteristics whilst achieving success in the ring. 2013 saw two shining examples of dogs which have done just that.

In April 2013, Ch Littlethorn Colt at Tobermoray, handled by Rachel Spencer, became the first Border Collie to receive full champion status, for both his sheep herding and showing abilities. Competitions that took place at the festival included the KC Nations Cup and several classes giving entrants the opportunity to qualify at Crufts and Discover Dogs.

Coast won his second 1st place award in an Open field trial stake, which qualified him for the title of field trial champion and also made him a dual champion because he had previously achieved champion status in the ring, after being awarded his third Challenge Certificate at the Scottish Kennel Club Championship show five years earlier. Coast has continued to accumulate a number of show awards since, and won the Gamekeepers’ class for working Hunt, Point, Retrieve breeds at Crufts in both 2012 and 2013.

This award also made Woody a full champion because he had previously passed the Show Border Collie Herding Test, which enables Border Collies to display the natural herding abilities they were originally bred for.

In November, Dual Champion Bitemix Gold Coast at Northre J W, owned by Christine and Andrew McDonald, became the first Hungarian Vizsla to receive dual champion status, for both his field trial and showing abilities.

Working dogs

Dual Champion Bitemix Gold Coast at Northre with Andrew McDonald

© Picture: Maureen Quinn/The Kennel Club
The Assured Breeder team had her two dogs, Holly and Truffle, has progressed all the way up to Grade 6, and Jo Gonszor of Canine Activities department’s Border Collie, Inka, enjoyed varying levels of success in agility. Jo Nosalik of the Breed Coordinator, Charlotte McNamara has made up two Champion title-winning Pekingese in 2013.

A number of dogs owned by Kennel Club employees have overcome being abandoned on the streets of Ireland to become the canine face of the Kennel Club’s electric shock collar campaign, and a Staffordshire Bull Terrier called Bailey, owned by Ashley Mitchell of the Health and Breeder team, has appeared on several TV shows and adverts.

Another dog to have achieved ‘fame’ this past year was Drogba, owned by Health and Breeder Coordinator, Emily Evans, who featured on the posters for the Sports Relief charity campaign, and a Cavalier King Charles called Barnaby and a Poodle called Ted, owned by Legal and Commercial, Lisa Earle, both of the Registrations team, respectively.

Catherine Torrance of the Business Development team’s Labrador, Finlay, who featured on the posters for the Sports Relief charity campaign, and a Staffordshire Bull Terrier called Bailey, owned by Ashley Mitchell of the Health and Breeder team, has appeared on several TV shows and adverts.

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A good year for...

The Kennel Club runs its Open for Dogs campaign to encourage more people across the UK to adopt a dog-friendly attitude, and leads by example by welcoming dogs belonging to staff.

Regular visitors to the Aylesbury office include a Labrador called Barnaby and a Poodle called Ted, owned by Caroline Kisko, who passed away in September, proving that any breed of dog can enjoy agility.

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Both events feature a special area dedicated to dog health, giving visitors the opportunity to speak to experts from the Kennel Club, the British Veterinary Association and the Animal Health Trust on a wide range of health topics. Each also offers a dedicated ring for both the Good Citizen Dog Training Scheme and the Young Kennel Club to give displays and interact with visitors wanting to learn more.

**Good Citizen Dog Training Scheme**

The Kennel Club’s Good Citizen Dog Training Scheme (GCDS) was founded over twenty years ago to promote responsible dog ownership through the training of dogs and education of their owners. It is by far the country’s largest dog training programme, with over half a million dogs having participated in the scheme.

The scheme offers four levels of achievement - Puppy Foundation, Bronze, Silver and Gold - and has awarded over 475,000 pass certificates since its inception. There are over 1,800 organisations running the scheme across the UK and in several countries overseas.

The Kennel Club offers special classes at Crufts for dogs which have been awarded at least their Bronze award, and these continue to be popular, with several dogs going on from the classes to win further prizes, including Best of Breed awards, Challenge Certificates and Reserve Challenge Certificates. GCDS classes were also held at ten major Championship shows during 2013 and GCDS testing was made available at 15 Championship shows over the year, with over 400 dogs passing their Bronze award and helping raise funds for the Kennel Club Charitable Trust in the process.

Run alongside the GCDS, the Kennel Club’s Safe and Sound scheme aims to promote safe interaction between children and dogs for the protection of both. This scheme has been translated for overseas use and a new educational resource for schools is currently being developed.

**KCAI**

The Kennel Club Accreditation Scheme for Instructors in Dog Training and Canine Behaviour (KCAI) is the only scheme to offer a nationally recognised City & Guilds qualification for dog trainers and instructors. The scheme now has 78 accredited members and has seen an increase of a quarter in those working towards accreditation in the past year.

The first accreditations under the assistance dogs and carriage dogs modules of the scheme were awarded in 2013 and a new qualification for companion dog sports, for people training pet owners in agility or gundog work but who do not want to take part in competition, has been introduced. The scheme has also introduced a set of Preferred Educational Providers to help its members identify high quality educational courses available to them from external providers.

The KCAI has continued its partnership with Purina Pro Plan and the second KCAI Career Zone was a prominent feature once again at Crufts 2014. Around 2,500 people either working with dogs or interested in doing so attended a programme of talks from experts across a wide range of skills and employment.

**Puppy Awareness Week**

The Kennel Club held its third annual Puppy Awareness Week in September 2013. The week was aimed at reminding potential dog owners that a dog is a lifetime commitment and focused on the key messages about buying a dog from a responsible breeder, such as a Kennel Club Assured Breeder. A video highlighting the dos and don’ts of buying a puppy was created in support of the campaign and has received over 10,000 views on YouTube.
The Kennel Club lists around 335 Kennel Club Breed Rescue (KCBR) organisations in its annual Breed Rescue Directory. These cover almost all 335 recognised pedigree dog breeds and are based all over the UK. Each provides a dedicated and tailored service to rehome dogs of their own specific breed and often crosses of that breed too.

Collectively they rehome over 20,000 dogs each year, a figure which surpasses many if not all of the other well-known dog welfare charities. The Kennel Club helps support this work in a number of ways, including inviting KCBR organisations to bring dogs in need of rehoming to Crufts and Discover Dogs.

The Kennel Club Charitable Trust supports the work of KCBR organisations, making grants of over £100,000 in 2013. One grant recipient was Staffordshire Rescue Scotland, who like many have seen an increase in the number of dogs needing to be rehomed and a drop in the donations received due to the tough financial climate. This grant helped the charity provide vital veterinary treatment for the many dogs in their care, including Blaze, who was born with a missing foot and was taken in by the charity at just seven and a half weeks old.

When Blaze was taken to a specialist about his missing foot, it was advised that his whole leg should be amputated to avoid further damage to his spine. Blaze remained in foster care with the charity until he was fully healed and then happily rehomed with a family in Fife.

Lina Hird from Staffordshire Rescue Scotland is grateful for funds which helped Blaze find his new home. She says, “We incur significant vet costs and the grant from the Kennel Club Charitable Trust has enabled us to continue to look after dogs like Blaze.”

Puppy Socialisation Plan

The Kennel Club has worked in collaboration with Dogs Trust to create a step by step puppy socialisation plan for both breeders and new owners to follow. The plan is tailored primarily for novice breeders and new puppy owners and aims to assist them in preparing puppies as best they can for life as family pets. The plan has been designed to be simple to complete and can be tailored to the user’s individual lifestyle.

Website and Social Media

The Kennel Club website was redesigned in 2013 to make it more user-friendly. The many online services have been incorporated into the content of the main website itself, which has resulted in an increase of 45% in the number of visitors to the site. The most popular areas are the Find a Puppy services, Breed Information Centre, Find an Assured Breeder and the Looking to Buy a Puppy advice pages. The number of people using the website has established it as one of the most popular sources of information on dogs.

The Kennel Club has also developed its own website for Crufts, Discover Dogs and the Young Kennel Club. It has attracted a range of special offers for users of MyAC and has negotiated discounted services for dog owners. Over £400 worth of potential savings are available to Assured Breeders and there are regular updates and offers for prospective puppy buyers, dog owners and breeders.

The Kennel Club is actively engaged with social media and has a range of fan pages dedicated to different areas of work. The pages have over 300,000 fans in total and this number continues to grow. Every month, Kennel Club posts are viewed by over 5 million social media users with a significant following also on Twitter. The Kennel Club YouTube channel, which aims to deliver educational and fun films plus live streaming of the Arena at Crufts, has developed a large audience.

Young Kennel Club

The Young Kennel Club (YKC) covers many aspects of education and training. The YKC is for young people aged from 6-24 and attracts over 900 new members during 2013. A further club called the Rufus Club is available for those aged under six.

The YKC offers a variety of ways for members to develop their skills and meet other like-minded youngsters. An annual Summer Camp is held each summer with members attending with their families and dogs to spend the week training with their dogs and learning new skills along with a busy social programme. The YKC has also held events open to non-members across the UK during the past year and plans to expand this during 2014.

Senior YKC members aged 18-24 have been offered twelve-week work placements at the Kennel Club to provide them with relevant experience in the canine sector and help develop their CVs. Several members have gone on to be offered full time work at the Kennel Club.

A good year for...
Throughout the year the Kennel Club responded to a number of local council dog control order consultations. To try to reduce the rise of such orders being implemented, the Kennel Club contacted all local councils in London and South East England offering to help organise Responsible Dog Ownership days as a way of proactively engaging with the public and offering advice and education on how to be a responsible dog owner, subsequently assisting and attending over 20 such events. Other projects include work with the City of London, the Crown Estate at Windsor and the Environment Agency. The Kennel Club has also been helping to develop positive initiatives between commercial dog walkers and Royal Parks and a KCAI accreditation module for commercial dog walking was launched at Crufts 2014.

The Kennel Club continues to work with the Forestry Commission, along with Natural Resources Wales, Hampshire County Council and Forestry Commission Scotland on a responsible dog ownership dog walking access project. The Kennel Club is also working with Natural England on the Kent coastal project and other marine access related issues.

The Kennel Club Charitable Trust set up its dedicated Bark & Read Foundation in 2011 to support and promote the great work of charities which take dogs into schools as reading volunteers to help tackle the UK’s literacy problems.

Reading to dogs has been proved to help children develop literacy skills and build confidence, through both the calming effect the dogs’ presence has on children and the fact that the dog will listen to the children read without being judgemental or critical. This comforting environment helps to nurture children’s enthusiasm for reading and provides them with the confidence needed to read aloud.

North Devon based charity, Dogs Helping Kids, is one of a growing number of organisations to receive grants from the Trust to help carry out this work. Dogs Helping Kids trains and assesses dogs to an extremely high standard to work purely in schools, colleges and libraries as both educational and therapeutic aids and their star ‘listener’ is a Shih Tzu/Poodle cross called Dexter.

Dexter has passed all of Dogs Helping Kids’ training assessments and works at Swimbridge Primary School in Barnstaple as well as the main town library, helping local children with their reading.

Dexter has made a huge difference to the life of nine-year old Finn Swanson who, having been diagnosed with dyslexic traits, was a reluctant reader. This was impacting on his confidence and progress at school, but since meeting Dexter, his approach to reading has changed completely. Thanks to Dexter, Finn went from reading a page a night to a whole chapter, all within a matter of months.

Tracey Berridge, founder and general manager of Dogs Helping Kids, says: “The Kennel Club Charitable Trust helped us achieve this success story and we would not be where we are today if we had not received their generous grants.”
Giving back to Dogs

The Kennel Club is the major funder of two registered charities, both of which put large sums of money back onto the world of dogs in order to improve their health and welfare and educate and train those who own or are involved with dogs.

Kennel Club Charitable Trust

The Kennel Club Charitable Trust (KCCT) is an independent charity reporting to the Charity Commission. It was founded in 1987, and has since awarded grants totalling over £8 million towards ‘making a difference for dogs’, the charity’s principal aim and tagline.

The KCCT awards grants across three main areas:
- Science: research into canine health problems
- Support: the training of dogs to help human beings
- Welfare: the rescue and welfare of dogs in need of care and attention.

During 2013, the Trust distributed over £850,000 of which more than half was directed to canine health. Of this, £250,000 was to support the Kennel Club Genetics Centre at the Animal Health Trust - the final part of an initial five year commitment - and the centre’s latest report shows the significant success it has achieved in this time, establishing DNA tests and creating estimated breeding values to assist breeders choose which dogs to use for breeding. A further five year commitment of £1.6million to support the centre was agreed during 2013 along with funding for the Kennel Club Cancer Centre.

About 24% of grants given in 2013 went to Kennel Club Breed Rescue organisations, each of which works to assist a specific breed and which collectively rehome over 20,000 dogs each year; and also general all-breed welfare organisations. A further 12.5% was granted to the training of dogs to help human beings and during 2013 the KCCT funded the training of nine new assistance dogs to help with a number of human conditions.

The KCCT also supports a growing number of charities which take dogs into schools, libraries and other learning establishments to help children learn to read as part of its dedicated Bark and Read Foundation. By reading to dogs, which offer a calm and non-judgemental presence, pupils’ reading ages have been shown to achieve significant improvement. These very substantial grants can only be made because of the support from breed clubs, show societies and individuals, and especially the Kennel Club. The latter donated about £900,000 in 2013, including the benefit of monies from Agra Pet Insurance, the Kennel Club’s per insurance partner. The Kennel Club also pays all the Trust’s administrative and publicity costs.

The Kennel Club Charitable Trust International Canine Health Awards were presented for the second time at Crufts 2014. A prize fund of £50,000 was kindly provided by Vernon and Shirley Hill, and awarded to provide funding for two individuals who are carrying out innovative research to improve the health and wellbeing of dogs.

The KCCT’s accounts can be viewed on its website at www.thekennelclub.org.uk/charitabletrust, and in summary form on the Charity Commission’s website.

The Kennel Club Educational Trust

The Kennel Club Educational Trust (KCET) invests in projects which provide opportunities to educate people about dogs and to promote positive messages about responsible dog ownership to a broader audience. The Kennel Club donated £200,000 to the KCET in 2013 in order to develop its activities. This was double the amount given in the previous year, with the stipulation that additional monies be used to fund the development of the Safe and Sound scheme and the new Kennel Club scientific journal, Canine Genetics and Epidemiology. The KCET also oversees the Kennel Club Building at Stoneleigh Park, where over 360 events were held last year and further details can be found in the Events and Activities section of this report.

A good year for...

The Kennel Club holds its Friends for Life competition at Crufts each year to celebrate remarkable stories of friendship in adversity and the many ways that dogs can change the lives of their owners for the better.

Since it was first held, as the Hero Dog of the Year award in 2005, this competition has been won by owners and dogs with some truly inspiring stories and this year’s winner was no exception.

Twenty-year-old Lucy Watts from Benfleet, Essex has a chronic and life limiting illness called Ehlers-Danlos syndrome which has left her in pain, fed through her bloodstream and wheelchair bound. Lucy was particularly depressed before a Cocker Spaniel called Molly came into her life. Molly has given Lucy the assurance and independence that she needed and the two have developed an unbreakable bond between them.

Lucy and Molly’s story was chosen as the winner of this year’s competition following a public vote from viewers of the Channel 4 and More4 coverage of Crufts.

Brian Lynn was diagnosed with type 1 diabetes at the age of six but only became aware of Medical Detection Dogs in recent years. He was paired with Lucky who performed her first medical alert on her first night at home and has continued alerting Brian to the diabetic highs and lows on a daily basis ever since.

Lucy is simply a companion dog rather than a trained assistance dog but the Kennel Club helps provide funding for the training of several assistance dogs each year through its Charitable Trust. During 2013 the Trust funded the training of nine new assistance dogs to help with a number of human conditions.

Two dogs, a pair of black Labradors called Pal and Lucky, previously funded by the Trust have gone on to become Medical Detection Dogs and form vital partnerships with people with diabetes.

Hero dogs

Lucy and Molly

Brian and Lucky
Clarges Street

The Kennel Club’s headquarters in London provide a range of facilities to both members of the Club and to non-members.

The Art Gallery continues to host a wide variety of events and staff are currently engaged in devising a hanging and display plan for the relocation of all the Kennel Club artwork to the new club premises in 2015. The Art Gallery continues to host a wide variety of events and staff are currently engaged in devising a hanging and display plan for the relocation of all the Kennel Club artwork to the new club premises in 2015.

Kenneck Club Members

The Kennel Club Members have three levels of membership and encourages dog enthusiasts to join either as Members, Associates or Affiliates. A range of special events for Members are held throughout the year, and in 2013 these included visits to St Paul’s Cathedral and Whitehall Palace as well as themed lunches. For the first time ever, all twenty-one days of Christmas lunches were fully booked at the club.

Kenneck Club publications

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French Bulldogs have exploded in popularity in the UK over the past decade, with Kennel Club puppy registrations of the breed rising from just 324 in 2005 to almost 7,000 last year. With this population growth came an influx of new breeders and owners less familiar with the breed, and some health problems started to become more apparent.

The Kennel Club has a list of ‘high profile’ breeds which includes those breeds which it deems require ‘particular monitoring by reason of visible conditions which may cause health or welfare concerns’. French Bulldogs were added to the list in 2008, due to concerns over their ability to breathe freely and their spinal conformation.

In October 2013, following lengthy consultation between the Kennel Club and the breed clubs, the French Bulldog was removed from the list of high profile breeds. The breed was the second to have met the criteria for removal, following the Chinese Crested the previous year.

The decision was taken by the Kennel Club on the recommendation of its Dog Health Group, who had been established by the amount of work to promote health being carried out by the breed. A French Bulldog Health Scheme had been launched in 2010, consisting of three levels: bronze requiring a veterinary check, silver requiring a DNA test for hereditary cataracts and a simple cardiology test and patella grading, and gold requiring hip scoring and a spine evaluation.

This scheme has been widely publicised to try and reach the large number of new owners and breeders of French Bulldogs. Other breed health initiatives have included regular health clinics at shows, information for show judges, assistance with research into respiratory function and the development of thermal imaging to assess dogs’ spines and hips. The Kennel Club will continue to work closely with the breed but the future looks positive thanks to the hard work of everyone involved.
The Kennel Club actively works with breed clubs to tackle hereditary health issues which affect an individual breed, with scientists at the Kennel Club Genetics Centre at the Animal Health Trust and other organisations helping to facilitate this. During 2013, the Kennel Club actively assisted a number of breed clubs with promoting and advertising health initiatives such as surveys of dog owners, and makes use of its registration database to contact owners on behalf of the breed clubs and the Genetics Centre.

One breed to benefit from this in the past twelve months is the Italian Spinone. The Kennel Club contacted the owners of around 4,000 registered Spinoni born between 1st January 2000 and 31st December 2011 and asked them to complete a short online questionnaire on the incidence of epilepsy in the breed. The response was excellent, with about 30% of Spinone owners responding.

In the next phase of the study, the owners of all dogs reported to suffer from seizures were asked to complete a more extensive questionnaire designed to capture important information including age when seizures first started, health between seizures, seizure type and duration, and details of any diagnosis or treatments for the seizures. Again, compliance was extremely high, with over 90% of owners contacted choosing to complete the extended questionnaire.

Data from these questionnaires are currently being analysed by scientists at the Kennel Club Genetics Centre and owners of all Italian Spinoni with epilepsy are to be sent a DNA collection kit ready for the DNA analysis phase of the study, where geneticists will compare the DNA from affected and unaffected dogs. It is hoped that this vital work, made possible by collaboration between the Kennel Club, the Genetics Centre, breed clubs and owners will lead to the development of a DNA test which breeders can use to reduce the prevalence of this distressing condition in the future.

The Kennel Club Picture Library supplies thousands of images for use in Kennel Club publications, press releases and on Kennel Club and Crufts licensed products. The Picture Library also supplied all the images for the redesigned Kennel Club website which launched in 2013. The Picture Library receives hundreds of requests each year for use of positive dog image for personal keepsakes, gifts, books, magazines, newspapers, mobile phone apps, and websites for public use. It also represents 20 professional dog photographers and continues to add the work of new dog photographers every year.

Press Office
The Kennel Club’s in-house press office team achieves national, regional, consumer and trade exposure for the work covered in this report, thereby increasing awareness of Kennel Club events, campaigns and activities. Over 450 press releases were issued over the last year, resulting in the Kennel Club being mentioned in nearly 6,000 press articles, excluding the dog and veterinary press, and over 400 broadcast pieces on television and radio. The Kennel Club’s spokespeople carried out more than 400 interviews throughout the year. The advertising value equivalent of the coverage gained by the press office was almost £16 million in 2013.

Among the work promoted by the press office is the Kennel Club’s promotion of pedigree dogs, vulnerable native breeds, the Open for Dogs campaign, which aims to improve dog owners’ ability to be accompanied by their dogs when using shops and businesses, and the Get Fit With Fido campaign, which encourages owners and their dogs to get fit together through activities such as agility and heelwork to music.

Caroline Kisko
Secretary

The Kennel Club Dog Photographer of the Year 2013 competition attracted over 8,000 entries, breaking all previous entry records, with entries received from all over the world. The winning images appeared in national daily newspapers and online. The 2014 competition, which is being sponsored by Samsung, was launched at Crufts 2014.
The Kennel Club is managed in a businesslike manner, though it is very much recognised that it is far more than simply a business - it is an institution with an important mission to improve the health and welfare of dogs.

Club Finances

The surplus generated by the commercial side of the Kennel Club is essential to enable investment in all the many activities undertaken in the interest of dogs and those who care for dogs as outlined in this report.

Split of total income in 2013

£12.3 million Registrations and Healthcare

£1.7 million Other Income

£0.27 million Canine Activities (gross income)

£0.48 million Miscellaneous

£0.24 million Computer Services

Split of other income in 2013

£0.27 million Publications (gross income)

£0.44 million Members

£0.24 million Other Income

£0.27 million Canine Activities

£0.48 million Miscellaneous

£0.24 million Computer Services

£0.27 million Publications

£0.44 million Members

Split of total expenditure in 2013

£5.1 million Registrations and Healthcare

£8.8 million Other Expenditure

£3.2 million Health, Welfare and Charity

£1.0 million External Relations

£1.0 million Members

£3.2 million Canine Activities

£1.0 million Computer Services

£1.0 million Members

£3.2 million Publications

£1.0 million Members

£3.2 million Governance of Canine Affairs

The Kennel Club accounts show a position ahead of break-even before the property income of £12m and before tax for 2013, despite making charitable donations of nearly £1.1m in the year.

© Picture Joanna Westbrook / The Kennel Club
### Annex to the Report

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<tr>
<th>Licensed Shows and Trials in 2013</th>
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<tr>
<td>General &amp; Group Championship shows</td>
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<td>Breed Championship Shows</td>
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<td>Agility Championship Shows</td>
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<td>Obedience Championship Shows</td>
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<td>Companion Dog Shows</td>
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<td>Breed</td>
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<td>General Canine</td>
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<td>Certificates issued in 2013</td>
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<td>Stud Book Certificates (excluding Field Trials)</td>
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<td>Obedience Warrants</td>
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<td>Field Trial Awards, including Show Gundog Working Certificates processed</td>
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<th>Good Citizen Dog Training Scheme cumulative passes to end of 2013</th>
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<td>Puppy Foundation Assessment</td>
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<td>Bronze Passes</td>
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<td>Silver Passes</td>
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