



Five Year Strategy Status from the Council Meeting on 21 January 2021
LAST UPDATED: 22 July 2021

Key

Completed – Green. To be reviewed – Red. In progress – Blue.

Subject	Detail	Actions	Action By	Action Date and status
Young Kennel Club Obedience	<u>List of Judges</u> Compile a list, over time, of Judges who are interested in judging YKC classes and who have appropriate experience and/or training.	Collect the names of experienced Obedience participants who are willing to be involved as judges, instructors and in other roles, and send them in to The Kennel Club office to prepare a list.	<u>YKC Representative</u> Debra Lavender to be point of liaison between the OLC and YKC.	Each Council meeting. In progress.
	<u>Training</u> Encourage a larger number of experienced Obedience participants to become involved with YKC training in order to help younger competitors to have realistic expectations and to be aware that things can often go wrong when under test.			
	<u>Improved integration</u> Identify actions to get Obedience participants more involved with YKC activities, in order to break down the 'us and them' attitude that is prevalent.			



	<p><u>Judges Guidance</u> Produce guidance for judges on YKC structures and regulations and what is expected of judges in YKC classes, with the guidance incorporated into Judges' Seminars and training.</p>			
<p>Reviewing the structure of obedience classes</p>	<p>To consider ways in which the discipline could progress and develop in the future, in light of concerns over low entry numbers.</p>	<p>All members of the Council had been requested to submit to the Chairman of the Council, a list of positive suggestions in light of concerns raised over the number of entries received at obedience shows. All such suggestions would be used as a basis for further discussion with a view to developing a plan for ongoing strategic development of the discipline.</p>	<p>Council members and Chairman</p>	<p>The review would be given further consideration by the Council at its meeting in July 2021.</p>
<p>Council engagement with grass-roots competitors</p>	<p>Improve methods of Council engagement and communication with grass-roots competitors to encourage wider participation in Council matters.</p>	<p>Representatives to visit clubs in their areas to discuss obedience issues.</p>	<p>Council members</p>	<p>In progress.</p>
		<p>Review effectiveness of current communication methods and consider improvements. Area meetings to be publicised to clubs when Council agendas are issued to increase attendance. Survey Monkey used to garner views on agenda items with competitors.</p> <p>Clubs to be provided with an explanation of the Council process and committee structure within The Kennel Club.</p>	<p>Council members</p>	<p>To be reviewed.</p>



		Review the process of Council nominations and consider methods of implementation to promote better involvement of grass-roots competitors in the procedure.	Council members	To be reviewed.
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Attract newcomers into Obedience	Provide additional opportunities and incentives for Pre-Beginners level competitors in order to continue attracting new people into the sport.	Discuss innovative ideas and review the effectiveness of existing initiatives such as the Special Pre-Beginners Stakes.	Council	To be reviewed.
		Promotion of Obedience within the regions by providing demonstrations at clubs to allow more people access to the discipline.	Council members	To be reviewed.
		Creation of a press pack to assist societies in publicising shows. Agreed that no further action would be taken at this time due to other activities taking place but will be reviewed in the future.	Mr Harlow / Council members	To be reviewed.
		Providing information packs to local authorities for distribution to schools to increase awareness of competitive obedience amongst a younger audience.	Yet to be agreed.	To be reviewed.
		Role of rally in attracting competitors into obedience to be considered in the light of proposed adoption of rally as a Kennel Club regulated activity.	Yet to be agreed.	To be reviewed.



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		Promotion of obedience in liaison with The Kennel Club Good Citizen Dog Scheme department to encourage participants to progress into competitive obedience.	In progress	To be discussed February 2020.
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Crufts - promote Obedience to potential newcomers	Promote Obedience at Crufts through the use of an information desk adjacent to the main Obedience ring	Plan and design stand, obtain display and informational material, manage rosters for an information stand.	Mr Rutter / Council members	Ongoing
	The use of a screen over the Obedience ring to provide explanations of what is happening, more explanatory commentary before sessions start, and explanatory slide-shows to be investigated.	Investigate costs, discuss feasibility with the Crufts management and Committee, develop action plan.	Council members	Ongoing
	Introduce commentary for the Inter-Regional competition at Crufts 2012 with a view to extend to other competitions.	Consider methods to better utilise the opportunities available to promote Obedience at Crufts, in particular in the show guide.	Council members	Ongoing
		Investigate feasibility with the Crufts management and Committee and action as appropriate. Commentary expanded to cover World Cup competition at Crufts 2013. Agreed to expand to cover dog work in 2014 but not other competitions at this time.	Council members	All events now include live commentary from Crufts 2016.



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Completed

Attract newcomers into Obedience	Provide additional opportunities and incentives for Pre-Beginners level competitors in order to continue attracting new people into the sport.	Creation of 'Beginners Guide to Obedience' booklet.	Mrs Turner, Mrs Jessop, Mrs Williams, Office	Completed January 2015
		The Council members to follow up on all Companion Dog Shows within their region who held Shows about their interest in scheduling obedience classes as they offered a valuable resource to those competing in, or wishing to compete in, obedience.	All Council Members	Completed.