Strategy Document – last updated 5 May 2023

Overall Objective – To review the current strategic position for agility, competitors, customers and suppliers, based on a culture of respect for all parties and creating an atmosphere of competitive friendly competition.

Current topics

	Topic	Status/Action points	Ownership & Timeframe
a.	Support the development of judges. Managing expectations on judges from show organisers.	To create a structure to support, train and protect agility judges through training and outreach. This would address the apparent 'bullying' of judges that is occurring on a more regular basis.	June 2022: It was noted that the practice of bullying had now become less prevalent.
b.	Quality of competition across all shows.	To review the impact increased numbers of shows is having on the overall quality of agility competition.	June 2022: the Council was not able to identify a solution, noting that it was not possible to place any restriction on the number of shows held. Market forces would generally apply and competitors would select the shows they wished to attend.
c.	Retention of grassroots competitors	Review of competitive structure and rewarding competitors who do not aspire to compete in prestige competitions.	

d.	Safeguarding	To ensure safety of children at shows.	June 2022: Guidance was available from The Kennel Club website and the office would continue to monitor concerns. The appointment of a safeguarding officer at a show was not, in itself, a complete solution. Some children would be reluctant to approach such an individual. Whilst guidance was available, parents were reminded that ultimately, they were responsible for ensuring the safety of their children.
e.	Measuring	To ensure that there was an adequate number of measurers with sufficiently wide geographical coverage, and that dogs were measured accurately into the correct classification.	October 2023 – All assessments of potential measurers completed with 78 new measurers being appointed.
f.	Results database	To provide a results database.	November 2023: the development of the database was in backlog for CRM development. No time frame was available at present.