



Five-year strategy

Current topics

	Topic	Status/Action points	Ownership and Timeframe
a.	To ensure the health, fitness, safety and welfare of dogs taking part in WT are at the forefront of the sport, specifically researching the scale and long jump.		
b.	That Kennel Club Working Trials is at the forefront of nosework activities and highlighted as an all-round, multi skilled activity and the pinnacle of Kennel Club dog sports in the UK.	To consider if The Kennel Club description of working trials (on information leaflets and website) can be improved to highlight the nosework and other elements and encourage more interest and participation.	
c.	To promote WT specifically targeting those doing UK Tracking and UK Dog Sport, as well as clubs and trainers offering mantrailing, scentwork, rally, obedience and agility.	Highlighting the skills and reward from teaching dogs to track as per WT, and promoting the whole sport to those already interested in such activities.	
d.	To assist and encourage WT Societies to raise awareness of their existence in the area they cover to those involved in other dogs sports, encouraging membership, promoting details of the trials they are		
	running each year and any training that they offer or can offer on behalf of others known to them.		



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e.	To develop Kennel Club WT as a more attractive product to newcomers, increase numbers in the sport, as well as looking after its customer base, specifically looking at the early stakes for consideration of changes that would encourage newcomers to compete.		
f.	To create more channels of communication with a wider audience, using social media and canine newspapers to promote WT events and news.	To create a point of contact and encourage submissions of working trials news/photos/results for The Kennel Club Facebook posts. To contact the canine newspaper for consideration of inclusion of WT articles, information and results.	
g.	To ensure the Kennel Club website is user friendly in respect of promoting and accessing information about working trials. That the Find a Club function is effective and up-to-date.		
h.	To look at the feasibility of small dogs being able to progress to TD Stake.		