

OLC Draft Framework for Strategic 5 Year Plan – 2026 -2031

This draft strategy has been developed by the Obedience Liaison Council. The content is informed by the recent online survey of the Competitive Obedience community, insights of OLC members and the wider Competitive Obedience community. It is a working document, which will continually develop as wider engagement with the Competitive Obedience community identifies issues and proposals. Following engagement with the Obedience Community it is intended to bring a further version to the June 2026 OLC meeting for endorsement.

Our overarching aim

Make Competitive Obedience an accessible and appealing sport for all ages and abilities.

Strategic Objective One:

Ensure effective engagement with the Obedience Community in order to increase the overall number of people competing in Competitive Obedience and for developments to be community informed.

- Develop an engagement strategy
- Crufts engagement plan covering all stakeholders
- Undertake a number of engagement events
 - Face to face – possibly at shows where people are
 - Online questionnaires e.g., survey monkey
 - Online meetings
- Develop an engagement plan for new competitors including ways to make Competitive Obedience training more easily available
- Devise way to collate messages from engagement initiatives
- Form effective partnership links with Young Kennel Club (YKC) to develop YKC Obedience and support young peoples' transition into mainstream Competitive Obedience
- Form effective partnerships with other obedience linked activities, Para Obedience, Obreedience, Rally and Working Trials etc.

Related RKC Strategic Objectives: 'Develop an excellent member experience and widen our community' and 'Become relevant to more dog owners to increase our impact'.

Strategic Objective Two:

Develop a programme to ensure that there are sufficient competent judges, ring and chief stewards into the future.

- Set up a sub-group to develop a plan to address the current judging crises by increasing the number and quality of available judges. Areas to consider:
 - Additional accreditation routes for judges e.g. Apprentice route, mentoring
 - Fast track accreditation route for experienced competitors
 - Rule changes that encourage people to judge
 - How to grow more chief stewards
 - What reasonable adjustments would enable more people to judge
- Consider options that would attract more people to judging and stewarding

Related RKC Strategic Objective: Protect the future of dog activities together with our grassroots network.

Strategic Objective Three:

Ensure show organisers have all the necessary support to enable them to continue to run shows and grow new show options.

- Understand what additional support existing clubs need to continue to run their shows
- Support the development of winter shows
- Undertake a feasibility study to identify the drivers and support required to expand the number of smaller local shows
- Undertake a feasibility study for a National Obedience Festival/Class Finals

Related RKC Strategic Objective: Ensure we are financially secure and sustainable.

Strategic Objective Four:

Review existing tests at all levels to ensure fitness for the future to encourage new and the retention of existing competitors

- Undertake Test and Learn pilots and consider making changes to the tests from the learning
- Review the entry classes – Introductory, Pre-Beginners and Beginners to determine optimum configuration
- Consider the need to expand the range of exercises in the tests

Related RKC Strategic Objective: Deliver an excellent member experience and widen our community.

APPENDIX ONE - OLC Planning Cycle

