

January 2026 to December 2031

Agility Liaison Council

Five-Year Strategy

The Royal Kennel Club • Agility Liaison Council





Overview

The Agility Liaison Council acts as a link between the agility community and the Royal Kennel Club. Our role is to engage with the community, identify emerging issues, provide advice, and help inform the future development of the sport. Whilst we provide recommendations, decisions on policy, regulations, and implementation remain with the Royal Kennel Club through its established governance processes.

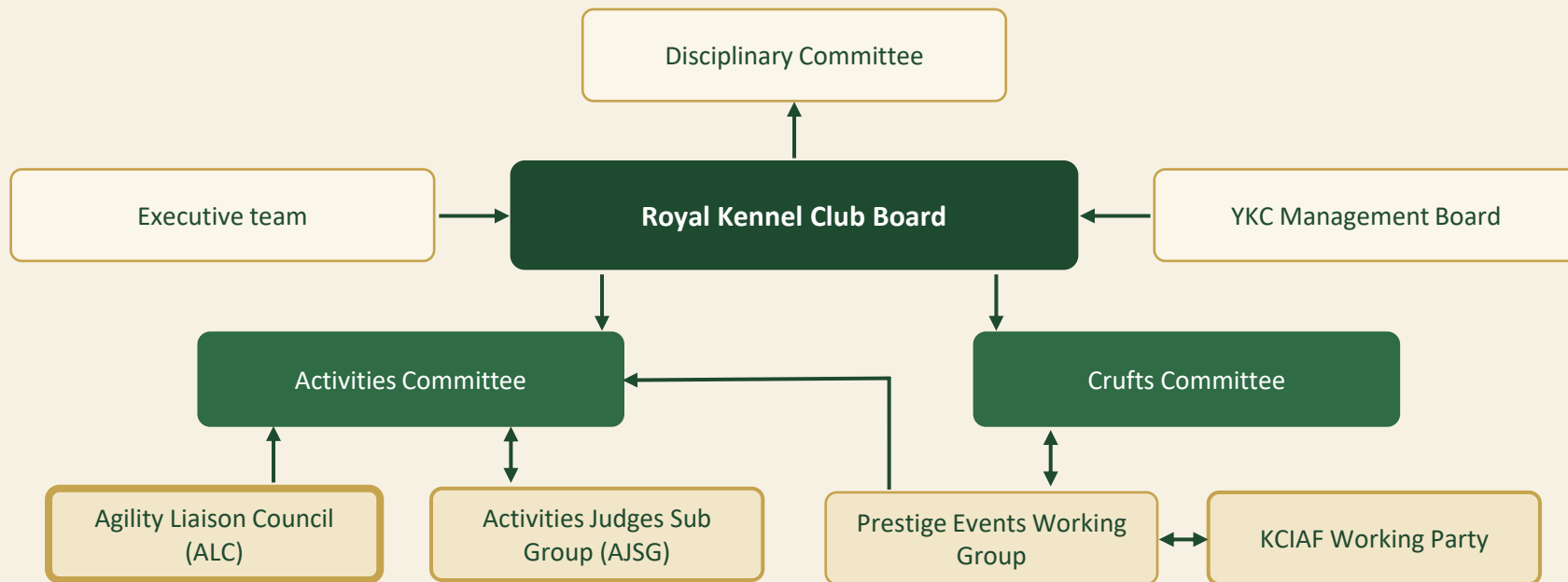
We are a group of volunteers from the agility community who care deeply about the sport and everyone who takes part in it. Whether you are a competitor, club member, judge, or volunteer, we are here to listen to your views and represent them as appropriate in our advisory capacity.

The Council will continue to work collaboratively with both the community and the Royal Kennel Club to support the ongoing development of the sport. This strategy provides a framework to guide that work, whilst recognising that priorities may evolve as the sport develops.

ORGANISATIONAL STRUCTURE

Royal Kennel Club Board and Committees

High-level diagram of the different decision-making committees that are involved in agility, and how they feed into the Royal Kennel Club Board.



OUR VISION

To build a connected and welcoming community where:

- Everyone can participate
- Those who underpin our sport are supported and valued
- The highest standards of dog welfare and respect are upheld at every level





OUR APPROACH



Built Together

This strategy was informed following engagement with the agility community – including competitors, judges, trainers, show organisers, club officials, measurers and volunteers. It reflects the themes that emerged most consistently, thereby providing a framework to help guide the work of the Agility Liaison Council over the coming years.



Evolve Together

This strategy sets out the direction of travel and aspirations for the Agility Liaison Council over the next five-years. It is intended to guide priorities rather than prescribe specific outcomes.

The agility landscape will continue to evolve, therefore we will review this strategy annually to ensure it remains relevant and evidence based. Delivery of individual initiatives will remain subject to Royal Kennel Club governance, consultation where appropriate, suitable evidence, and resources.

OUR STRATEGIC PILLARS

01

Participation & Growth



Create an experience that attracts and retains individuals through a welcoming agility community, where people can enjoy participating at every level.

02

Judges & Other Officials



Support judges, measurers and other officials through accessible development opportunities, consistent guidance, and ongoing engagement.

03

Dog Welfare & Safeguarding



Promote a culture where dog welfare, safeguarding, and respectful behaviour remain central to the sport.

04

Evolving the Competition Experience



Support the continued development of an enjoyable competition experience for every level, being mindful of community concerns.



PILLAR 1 OF 4

Participation & Growth

Aim: Create an experience that attracts and retains participants through a welcoming agility community, where people can enjoy participating at every level.

2-year

- Strengthen communication with the agility community.
- Increase opportunities for engagement across the sport.
- Encourage participation across all ages and experience levels.

5-year

- Better understand participation trends through improved insight and data.
- Encourage long-term participation.
- Work collaboratively with partners to help promote the future of agility.
- Continue developing structured approaches to gathering feedback from the agility community to inform recommendations to the Royal Kennel Club, whilst being mindful of the diversity of views across the sport



PILLAR 2 OF 4

Judges & Other Officials

Aim: Support judges, measurers and other officials through accessible development opportunities, consistent guidance, and ongoing engagement.

2-year

- Explore opportunities to improve mechanisms by which judges and show organiser to share feedback.
- Undertake engagement with measurers to identify opportunities for improvement.

5-year

- Support the development of course design guidance.
- Continue reviewing equipment guidance.
- Consider future requirements for senior measurers.
- Explore opportunities for Continuing Professional Development (CPD) for judges.
- Support additional development opportunities for measurers.



PILLAR 3 OF 4

Dog Welfare & Safeguarding

Aim: Promote a culture where dog welfare, safeguarding, and respectful behaviour remain central to the sport.

2-year

- Review incident reporting processes.
- Support safeguarding guidance and awareness.

5-year

- Explore digital incident reporting.
- Encourage high standards of behaviour online and in person.
- Support the development of a central code of best practice.



PILLAR 4 OF 4

Evolving the Competition Experience

Aim: Support the continued development of an enjoyable competition experience for every level, being mindful of community concerns.

2-year

- Support the introduction of the Micro height category following Royal Kennel Club approval and community engagement.
- Explore greater flexibility for show organisers, where appropriate.
- Continue development of proposals related to grading.
- Continue reviewing competition equipment.

5-year

- Continue gathering community feedback regarding qualification structures.
- Review the impact of the Micro height category.
- Support implementation of agreed grading changes through the Royal Kennel Club governance process.
- Review licensing arrangements where opportunities for improvement are identified.



STRATEGIC ENABLER

Data & Communications

The Agility Liaison Council recognises that effective communication and informed decision making underpins the continued development of the sport.

01

Open Communications

Seek opportunities to engage openly with the agility community and explain the rationale behind future proposals.

02

Building a Voice

Provide opportunities for members to share ideas, experiences and concerns through respectful and constructive engagement.

03

Community Insight

Continue gathering feedback that helps balanced and evidence-informed decision making, whilst recognising the diversity of views across the sport.

Where appropriate, future proposals will be informed by community engagement, operational experience, suitable evidence, and consideration of dog welfare.