



THE KENNEL CLUB



The Kennel Club
Annual Report
2021/2022

A message from the Chairman and Chief Executive of The Kennel Club

A staggering number of people welcomed dogs into their lives over the past year, as dog ownership boomed in the UK, and our responsibility – to provide vital services and advice that will support people on that journey and improve the quality of life that dogs and their owners together enjoy – has never been greater.

We have put our hearts and souls into fulfilling that responsibility and I am proud of all that we have achieved; our reach has been wide and the pawprint made, tangible. We have continued to enhance the information and tools we provide to help ensure dogs are well bred and going to the right homes; we have made new investments and charitable donations to improve dog health and the lives of dogs in need and we have continued to provide dog activities and training to enhance dogs' lives with their owners.

These different aspects of our work are brought together at our flagship event, Crufts, which we were delighted to bring back in 2022, after the pandemic-related cancellation in the previous year. It was a chance to celebrate dogs and the dog activities that are already loved by so many, and to welcome newcomers. Above all else, Crufts is a unique and powerful platform to share knowledge and best practice about dog breeding and ownership, so that all dogs can live the healthiest and happiest lives possible. We were therefore thrilled to be the NEC's most well-attended show since the pandemic at the time of our event, and to have 8 million tuning in to watch on Channel 4 and More4.

Despite the joy that Crufts brought to so many, we joined the UK in its collective shock and devastation at the tragic events in Ukraine, which were picking up pace as the show began. The dire situation, and its impact on the country's pets is truly heart-breaking, and so The Kennel Club and The Kennel Club Charitable Trust responded quickly. We launched our Ukraine appeal on the eve of Crufts, with funds flooding in from visitors to the show, breeders, breed clubs and championship shows alike.

It was a remarkable outpouring of goodwill and it is this collective spirit – and love of dogs that unites everybody who supports and is part of The Kennel Club – that is our true strength. We could not achieve all that we do without the support of our sponsors and collaboration with our various scientific and educational partners. We are ever grateful to our Patron, Her Majesty the Queen – who is celebrating her Platinum Jubilee this year – and The Duchess of Cornwall, who is patron of The Kennel Club Charitable Trust. I would also like to thank the members of The Kennel Club and my fellow board members for their continued dedication, passion and expertise.

It is, of course, the puppy owners and breeders who we exist for and we thank you sincerely for all that you do for your dogs, which enables us to do what we do, for you.



Tony Allcock OBE
Chairman

We pride ourselves on 'making a difference for dogs' and so in 2021, my first full year as Chief Executive of The Kennel Club, I was proud to see just how far and how deep this really goes. I also know that this mission has never been more urgent or more necessary, given the many challenges the animal welfare sector is facing – particularly given the aftermath of the pandemic on how people buy, train and care for their dogs.

We have had to dig very deep and be very agile in order to respond meaningfully and we have risen to the challenge. The explosion in dog ownership, meaning the number of dogs registered with us hit record levels, combined with the modernisation of our outdated IT infrastructure, put unprecedented pressure on our services. However, our caring and committed staff – who I cannot thank enough for their love and dedication to our mission and our cause – have worked tirelessly throughout this time and we are pleased to see we are back to our efficient pre-pandemic response times for the majority of our services.

It was this boom in dog ownership – during a time when lockdown meant that there was nothing normal about the often virtual world in which people were acquiring their puppies – that created a need for redoubled efforts, in helping people to understand what to look for in a responsible breeder. This was at the heart of our impactful BePuppywise campaign, whose messaging is vital in helping to provide a brighter start in life to puppies everywhere.

Although dog ownership peaked across the board, the popularity of the French Bulldog – which is a brachycephalic breed that can have health challenges – continues to bring into sharp focus why the wide-ranging health research that we do in collaboration with domestic and international partners, and the health tools that we provide, are so vital. We were pleased to see even further uptake of The Kennel Club/ University of Cambridge Respiratory Function Grading Scheme, which is a groundbreaking test to assess for the presence of a breathing condition, known as BOAS (Brachycephalic Obstructive Airway Syndrome) in brachycephalic dogs. We have also been pleased to be part of sector-wide collaboration to tackle this issue, as part of the Brachycephalic Working Group.

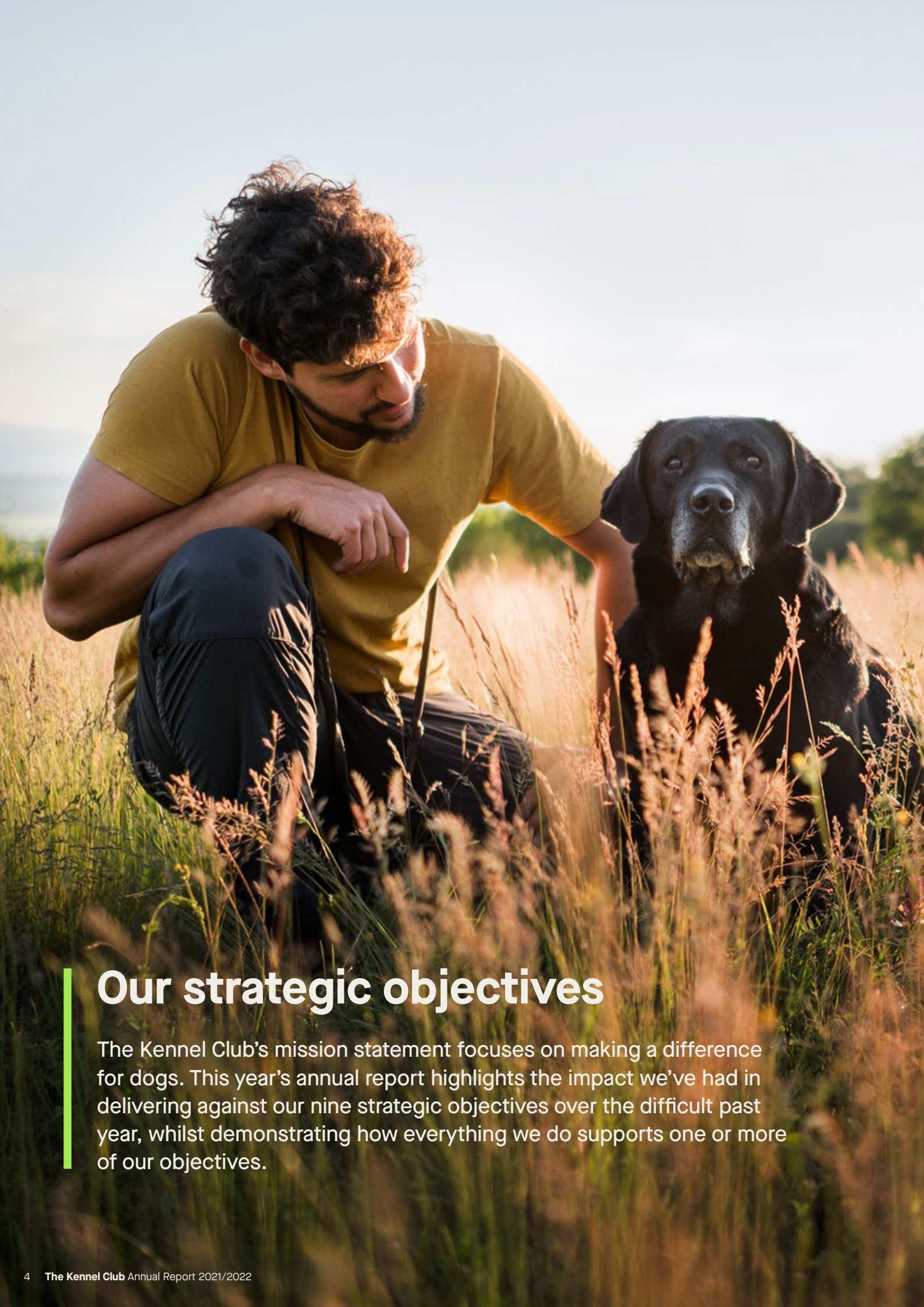
In addition to collaboration with our sector colleagues, we have worked harder than ever before to champion responsible dog buying and ownership with Government. Our lobbying efforts have paid dividends in protecting responsible breeding and dog welfare – and we have seen legislative changes aligned with our asks, from reforming the penalty structure for pet theft in England, to changing the licensing requirements for Scottish dog breeders.

We hope you will be heartened to see the reach of The Kennel Club, and the difference our many projects make to dogs' lives. It is my intention to ensure that we continue to accomplish our mission of 'making a difference for dogs' in the most impactful way, in an ever-changing world. That is why we have also this year been through the initial phases of project that will – by the end of this year – outline a new vision and strategy for The Kennel Club. Although this will result in a fresh vision, it will be built upon a combination of the old and the new; it will celebrate heritage and change; it will take all that we currently know and benefit from and twin that with a fearless approach to the future.

Absolutely key to this project has been, and continues to be, building a foundation of knowledge and a sense of collective ambition about what dog owners, breeders and members want and need from us – from their Kennel Club – whose duty and privilege it is to protect and promote the dogs that so dearly enrich all of our lives.



Mark Beazley
Chief Executive



Our strategic objectives

The Kennel Club's mission statement focuses on making a difference for dogs. This year's annual report highlights the impact we've had in delivering against our nine strategic objectives over the difficult past year, whilst demonstrating how everything we do supports one or more of our objectives.

1 Facilitate the breeding of healthy dogs
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2 Invest in canine health and welfare
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3 Encourage the responsible breeding of pedigree dogs
Pages 10-11

4 Encourage the responsible ownership of dogs
Pages 12-13

5 Promote the positive benefits of dogs in society
Pages 14-15

6 Promote and regulate canine activities and competitions
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7 Provide opportunities for education and training
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8 Engage with the wider dog owning public
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9 Promote The Kennel Club as the leading national organisation regarding all canine related matters
Pages 26-27

Facilitating healthy breeding

The Kennel Club is committed to canine health and welfare. A key part of our work is to offer breeders all the support and tools needed to make the best possible choices when breeding from their dogs.

CombiBreed™ and DNA testing

We have collaborated with breed clubs and laboratories for many years to develop DNA disease tests which can accurately identify clear, carrier and affected dogs, and publish the results.

Over the past year, with our partner Weatherby's, we have significantly increased the range of CombiBreed tests – offering a simple and cost-effective way for owners to use a single swab and single laboratory to test their dog for the most relevant inherited conditions in their breed. This will help us eliminate certain health conditions and encourage first time breeders to make puppy health a priority.

With other laboratories we have developed four new DNA tests, taking the total to 111 DNA tests across 85 breeds.

38

new CombiBreed health test bundles for **41 breeds**.



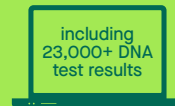
3,108

CombiBreed results.
55% more than 2020.



Over
35,000

health results, recorded on our website.



Health screening schemes

In partnership with the British Veterinary Association, we run screening schemes for a range of inherited diseases, including hip and elbow dysplasia, eye disease, and chiari-like malformation/syringomyelia. Covid-19 pandemic restrictions in 2020 led to significant problems for breeders who wanted to health screen their dogs prior to breeding. We are pleased to report that we saw a return to normal service levels and a significant increase in participation throughout 2021.

Dachshund health

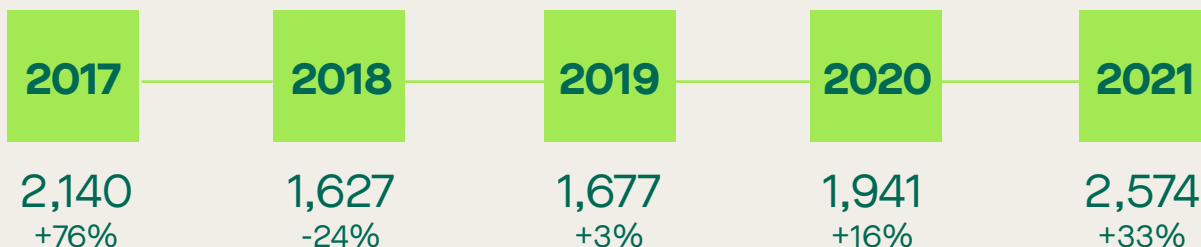
The formation and progression of The Kennel Club Neurology Development Group, made up of vets and leading neurology specialists in the UK, has led to the launch of The Kennel Club/Dachshund Health IVDD health scheme for Dachshunds. Intervertebral Disc Disease (IVDD) is by far the most common health problem in Dachshunds in the UK and around 1 in 4 may be affected at some stage in their lives. To reward early adopters and encourage uptake of the health scheme, we are offering a £100 subsidy for those that participate in the scheme during 2022.

| Brachycephalic breeds

The popularity of some brachycephalic (flat-faced) breeds has risen dramatically in the UK. The structure of these dogs' faces is associated with several health issues, including breathing problems, skin fold infections and eye disease.

The profile and reputation of The Kennel Club/University of Cambridge Respiratory Function Grading Scheme has increased worldwide and is supported by the Fédération Cynologique Internationale (FCI). We have embarked on a programme to collaborate with overseas canine organisations to make the scheme available to protect and improve the health of these breeds globally. We have developed an online training course to enable overseas organisations to access the scheme easily.

The past year has seen a 33% increase in assessments under The Kennel Club/University of Cambridge Respiratory Function Grading Scheme for Bulldogs, French Bulldogs and Pugs.



| Cavalier health

We manage a heart scheme for Cavalier King Charles Spaniels supported by the Veterinary Cardiovascular Society. This scheme was developed to reduce the prevalence of mitral valve disease, a deadly heart disorder that affects a significant number of Cavaliers in the UK alone as well as overseas. To encourage further screening, we have agreed to support and subsidise breed clubs in holding heart testing sessions for this breed across the UK.

Over **700** Cavalier King Charles Spaniel Heart Scheme assessments have been undertaken to date, and over the last year we saw a **47% increase**.

Investing in health

Through the revenue made from registrations and Petlog, The Kennel Club invests in health, and this lies at the very heart of what we do. We lead the way in supporting scientific work to give dogs a long, happy life through our Genetics Centre, now based at the University of Cambridge, and the International Canine Health Awards. Our 2021 highlights include:

The Kennel Club Charitable Trust

Ever since its foundation 35 years ago, The Kennel Club Charitable Trust's aim has been simple: to make a real difference to the health of dogs and dog welfare, no matter what their breed or background. Achieved through cutting-edge technology, investing in ground-breaking science and funding pioneering research projects aimed at reducing suffering and improving both the health of dogs and the people whose lives they touch, the Trust has now donated almost £12 million to a variety of dog charities.

2021 was a huge year for the Trust, which saw the launch of its first ever matched giving campaign, Double the Pawprint, which enabled 'post-Christmas present' grants to small rescues and dog charities in the UK in March 2022.

Double the Pawprint

Every £1 matched by a generous supporter



£66,000
raised

2021 winners

Dr Dan O'Neill

International Award

Professor Andrea Tipold

Lifetime Achievement Award

Yan Hui Lee

Undergraduate Student Inspiration Award

Eleanor Wilson

Undergraduate Student Inspiration Award

Dr Samantha Goldberg

Breed Health Coordinator Award

International Canine Health Awards

Run through The Kennel Club Charitable Trust, thanks to a generous gift from Vernon and Shirley Hill, the annual International Canine Health Awards recognise and reward innovative researchers, veterinary scientists and students who are positively impacting the health and well-being of dogs.

A Special International Award was presented to AMRRIC (Animal Management in Rural and Remote Indigenous Communities), in recognition of their work in creating culturally safe veterinary and education programmes in remote Australian Aboriginal and Torres Strait Islander communities.

| Support for Ukraine

We share the world's dismay and devastation at the heartbreaking situation in Ukraine. To support those members of our canine community and the dogs and animals affected by the invasion, The Kennel Club and The Kennel Club Charitable Trust each donated £25,000 to kickstart our Ukraine appeal, with proceeds going to the FCI for their Solidarity with Ukraine fund.

Many more donations have been received, including from the Crufts Best in Show winner, Patrick Oware, and Vernon and Shirley Hill, and we sincerely thank the dog community for coming together in this time of need. As of mid-April, within weeks of starting the fundraising drive, the total donated to our Ukraine appeal stood at almost £250,000.



Encouraging responsible breeding

The Kennel Club is dedicated to the health, welfare and training of all dogs, but at the heart of our work, we remain dedicated to the promotion of the many benefits that come with living with dogs, and pedigree dogs in particular.

Assured Breeders scheme

Our Assured Breeders scheme is the only UK-wide scheme that monitors breeders to protect the welfare of puppies and breeding bitches. The scheme recognises and rewards good breeding practice and aims to work with breeders and puppy buyers to force irresponsible breeders out of business.

The scheme was restructured during 2021 to improve the service provided to assured breeders. With increased attention to breeding legislation and a particularly high demand for puppies as a result of the Covid pandemic, there has been an increase in new applicants for the scheme and we have streamlined our activity and continue to review the scheme to ensure we meet the needs of existing responsible dog breeders but also to attract new breeders.

Breeder services

Throughout 2021 we experienced an increase in the number of registration issues and challenges, disputes about ownership and complaints about incorrectly placed endorsements. We have recently introduced a mandatory template form to assist breeders in simplifying endorsement requirements, which we hope will help reduce challenges and disputes over whether endorsements should be lifted or otherwise.

We also faced additional challenges regarding a spate of fraudulent registration applications from overseas, and are reviewing our processes and verification checks to help guard against such unscrupulous activity.



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Encouraging responsible ownership

Owning a dog has been a source of great joy and comfort to many over the last few years, with the number of people welcoming a puppy into their home and family at record levels. Choosing to do so comes with significant responsibility, both to the dog and to society as a whole.



| Dog training

The Kennel Club Good Citizen Dog Training scheme is a training programme available to all types of dogs and their owners from the family pet to those that take part in shows and activities.

During the pandemic, the scheme adapted its Puppy Foundation syllabus and extended the age limit, so that training for the awards could continue online, enabling clubs to offer a Good Citizen award and continue their vital support for new puppy owners. The scheme introduced payment holidays for clubs and allowed them to use temporary venues for training when restrictions permitted, to help clubs stay open.

During 2021 there were 14 heats of the scheme's Special Pre-Beginner Obedience Stakes held throughout the UK. The final was held at Crufts 2022.



| Microchipping

For many owners, having a pet go missing is their worst nightmare, which is why we manage Petlog, the UK's largest lost and found database for microchipped pets.

All puppies across the UK must be microchipped by their first keeper, usually the breeder, by the time they are 8 weeks old.

Petlog operates high standards for information security management and is the only UK database to be a founding member of European Pet Network which enables national and local associations based across Europe to share information on missing pets.

| Find a puppy or breeder

Our aim is to help puppy buyers find the best dog for their lifestyle, from the most responsible breeder and for this we believe transparency and clarity is key. That is why our Find a Puppy service enables prospective buyers to clearly see information related to health tests and insurance, as well as being able to filter their search by location and assured breeders.

Alongside this, the Find an Assured Breeder service allows people to access a list of assured breeders across all breeds, regardless of whether they currently have puppies for sale, encouraging buyers to wait for puppies from assured breeders to become available.



| Breed rescue

Dogs have provided a vital lifeline for many people over the past few years, making life more bearable for many affected by the pandemic.

We reintroduced the Breed Rescue Directory last year. This is a valuable resource, not just for those looking for a rescue dog, but also those who find that they are no longer able to keep their dog and need specialist assistance with rehoming – especially critical at this time when people return to work and some find that they are unable to adequately care for a dog.

Over 8,000 dogs were rehomed through The Kennel Club Breed Rescue organisations during 2021.

The printed directory is available by request, please email breed.rescue@thekennelclub.onmicrosoft.com for a copy.

Promoting dogs in society

The Kennel Club raises awareness of the many varied benefits that dogs bring to society, the importance of which has increased significantly for many people over the pandemic. The range of events and activities we organise and support celebrates every aspect of dogs and dog ownership.

Crufts

Crufts, the world's greatest dog show, celebrates every aspect of dogs and dog ownership. After the cancellation of last year's show due to Covid, the show returned to the NEC, Birmingham in March 2022 and welcomed 131,000 visitors over four days.

This year's Best in Show award was chosen by Stuart Plane, and went to a liver Flat Coated Retriever called Baxer (Ch Almanza Backseat Driver), bred in Sweden by Ragnhild Ulin, and co-owned by his handler, Patrick Oware from Norway.

Crossbreeds are equally celebrated at the show and our Scruffts Family Crossbreed of the Year competition, sponsored by James Wellbeloved, was won by Questa, a 5-year-old Golden Retriever/Labrador cross, owned by Hazel French.

Recognising the wider role of dogs in society and in our everyday lives, The Kennel Club Hero Dog Award went to a dog

called Bob and a wider team of lifesaving Newfoundlands, who help with vital suicide prevention work.

Three breeds made history at the show. Hungarian Pumis had their own classes for the first time, Smooth Faced Pyrenean Sheepdogs made their debut in the Imported Breed Register classes, and Harriers were shown in the Crufts breed ring for the first time since 1898.

Above all else, Crufts is a platform for education and discussion, helping people to think about how best to choose, buy and care for their dogs. From the Discover Dogs area, where people can meet and learn about different breeds, through to the various information stands at the show and topics of discussion on the Channel 4 programme, Crufts is about helping us to enjoy the best possible lives with our dogs.

Crufts in numbers



Over **16,000** dogs entered to compete for Best of Show



Over **1,800** dogs from **37** overseas countries



Channel 4 broadcasted over **16 hours** of coverage from the show



Almost **8 million** viewers including **2.4 million** for Best in Show alone



5.2 million views on the Crufts YouTube channel



3,300 pieces of press coverage with a cumulative circulation of over **700 million**



| Discover Dogs

The often rushed and under-researched part of dog ownership, on which hinges the happiness and success of that partnership, is selecting the right breed. That is why we were delighted to bring Discover Dogs back to ExCel London last year.

There are 222 recognised pedigree breeds in the UK, each with their own distinct characteristics and care needs. Reaching 15,637 people, over two days, the event is a unique chance for people to meet the breeds first hand and learn from experts about which would be right for them.

| Westminster Dog of the Year

We hosted Westminster Dog of the Year, alongside Dogs Trust, for the first time since 2018. Tragically, Sir David Amess MP, a longstanding supporter of both the event itself and animal welfare, and an honorary member of The Kennel Club, was killed in the lead up to the event. With the support of his family, his French Bulldog, Vivienne, remained in the competition and was chaperoned by parliamentary colleagues of Sir David. In a fitting tribute to Sir David, Vivienne won both the public popular vote and also the overall title of Westminster Dog of the Year, an unprecedented double win.

Promoting canine activities

The Kennel Club licenses thousands of different events every single year, from dog shows to agility competitions, Bloodhound trials to gundog working tests. We regulate all these events to make sure they are run safely for everyone taking part, especially the dogs, and that they offer a level playing field for all.

Dog shows

General championship shows returned in June 2021. Along with these, the 'Have a Go Dog Show' initiative to attract newcomers to showing has returned, and is looking as popular as ever with many events in the first half of 2022 being fully booked.

Agility

Agility remains one of the most popular dog activities after dog shows and we organise several major competitions throughout the year, including the International Agility Festival at Oakham, which is open to dogs of all ability, and The Kennel Club Agility Stakes Finals at the London International Horse Show.

These shows provide an excellent opportunity for us to promote fit and healthy dogs to a large audience.

International Agility Festival 2021



Attended by **over 2,500** dogs and handlers from all over the world



18 rings showcasing **200** separate classes

650

field trials licensed

13

run by
The Kennel Club

91st

Cocker Spaniel
Championship

19th

Hunt, Point &
Retrieve
Championship

Field trials

We licensed nearly 650 field trials and organised 13 during the 2021 season. We also licensed five championships and organised the 19th Hunt, Point & Retrieve Championship held at Westerdale Estate; the 91st Cocker Spaniel Championship held at Windsor Great Park by gracious permission of Her Majesty The Queen; and organised the Any Variety Spaniel Championships (excluding Spaniel Cocker) held at Snilesworth Estate.

The Show Gundog Working Certificate for Pointers and Setters was held at the Swinton Estate. The Working Gundog Certificate saw its numbers increase once restrictions eased, with 124 dogs successfully passing their assessment in 2021.

| Other activities

As well as agility and field trials, we regulate several other activities including working trials, heelwork to music and rally. The Kennel Club Working Trial Championships were organised on our behalf by The Yorkshire Working Trials Society and held in October 2021.

The Agility and Obedience Championships were once again held at Crufts, as were the heelwork to music and the freestyle heelwork to music competitions.

| Kennel Club venues

We have invested in two venues dedicated to a range of canine activities. Whilst operations at Stoneleigh were greatly impacted by the Covid pandemic in the first half of 2021, the centre had over 210 bookings later in the year. These ranged from dog training events, dog shows, grooming shows, flyball competitions, AGMs and judges training seminars, to breed health seminars, charitable events and club celebrations.

We were able to reopen the Emblehope and Burngrange Estate in July 2021, hosting 13 field trials, including The Kennel Club two-day Open Retriever Stake, a Bloodhound trial, as well as welcoming clients from across the country for 23 training days, further enhancing Emblehope's position as a centre of excellence for working dogs.







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The Accredited Instructors scheme receives the support of City & Guilds, having met its quality assurance criteria and being granted Accredited Programme status for the fifth year running. ”

Providing education

The Kennel Club is committed to a programme of education for judges, dog trainers and other specialists to aid them in giving the best possible service to exhibitors and clients alike.

Judges education

Dog show judges have an important role to play in ensuring that the show ring is rewarding happy and healthy dogs. That is why, under the Judges Education Programme (Breed Shows), breed judges are now required to meet level 1 criteria in order to undertake an appointment at any level.

April 2022 saw the first pilot of a revised 'Eye for a Dog' assessment, with 21 judges approved to award Challenge Certificates to three or more breeds undertaking the assessment at Stoneleigh. The event received positive feedback and will be used to determine the positioning of this assessment within the Judges Education Programme.

54

Breed Appreciation Days held during 2021, resulting in almost 1,000 exam passes

180

breed-supported entry shows

280

'grandfathering' applications approved for judges





Companion Dog Training

Most popular accreditation discipline



Judy Hempstead

2021 Accredited Instructor of the Year



There are currently **139** Kennel Club Accredited Instructors

Accredited instructors

We run The Kennel Club Accredited Instructors scheme to recognise the importance of providing dog owners with a wide and accessible choice of dog training instructors and canine behaviourists who have proven specialist knowledge, skills and experience.

The scheme offers its members the opportunity to gain a nationally-recognised vocational accreditation, based on a robust standard set by The Kennel Club, to prove that they are able to provide quality dog training services and advice.

The scheme receives the support of City & Guilds, having met its quality assurance criteria and being granted Accredited Programme status for the fifth year running. This status enables us to demonstrate that the processes and delivery of the scheme meets City & Guilds quality standards, ensuring that the content is always relevant and that its structure and support are of the highest standard.

The Kennel Club Academy

The Kennel Club Academy is our online learning platform overseen by our Training Board, and offers an array of educational materials for judges and accredited instructors, breeders and anyone interested in dog health and breeding.

In the past year the comprehensive resources for judges were augmented by updates following the removal of the stays exercise from the obedience regulations, and an online exam for heelwork to music with the aim of helping seminars to be run remotely. An additional eight breed films were added to the ever-growing breed-specific film library.

The breed-specific film library comprises 40 breeds

This year we released eight breed films on the Academy

- Polish Lowland Sheepdog
- Afghan Hound
- Australian Shepherd
- Cavalier King Charles Spaniel
- Bedlington Terrier
- Soft Coated Wheaten Terrier
- Tibetan Terrier
- Weimaraner

Engaging dog owners

There are many people, from our members to those who compete at our licensed events, who fall under The Kennel Club umbrella in one way or other. It is vital that we engage and support all dog owners and provide advice and guidance every step of the way along their dog ownership journey.

Membership

We have three levels of Kennel Club membership available which encourage dog enthusiasts to join either as members, associates or affiliates.

Members have voting rights at general meetings and regularly help to shape our work through voting on resolutions, which they themselves are able to propose.

Our Club facilities reopened to members in May 2021, and we hosted the much loved and popular Christmas lunches as well being able to plan for over 15 special breed-themed lunches during 2022.



1,536
members



209
associates



1,011
affiliates

Young Kennel Club

The next generation of people is responsible for the next generation of dogs and that is why the work of our Young Kennel Club is so important. The club, for young dog lovers aged 6-24, offers a range of activities and competitions.

New branding was launched in February 2022 following extensive research and consultation with Young Kennel Club members and their parents. In addition, a new Young Kennel Club website was launched for Crufts 2022, including links to The Kennel Club Academy along with an updated membership pack.

Last year's Young Kennel Club Summer Camp was held at Rutland Showground and the five-day event included dog training in agility, hoopers, obedience, handling and heelwork to music. YKC training days and weekends also returned in 2021.

750+
YKC members
took part at
Crufts 2022

20
YKC volunteers
helped run the
dedicated ring at
the show

35
years of the
Young Person of
the Year Award



Young Person of the
Year winner
**Lewis Steven
Garstang**



| Improving our service

During 2021 we received more than 243,000 telephone calls across The Kennel Club and Petlog call centres.

We have made many improvements to streamline the way that we deal with this level of enquiries, including to our online help centre, which has helped to improve customer response times, and we continue to look at what can be done, including recently holding workshops on how to improve our processes for litter registrations, change of ownership applications and Find a Puppy use – to give the best possible service.

| Reaching dog owners

Connecting with dog owners and prospective dog owners, we offer the largest online resource for dog care and advice in the UK. Last year we launched our 'Why does my dog?' campaign to address common queries searched online by dog owners. During the first week of these articles going live, two of the pages had already ranked number one on Google.

Ahead of this year's Crufts, we launched a TikTok channel. Our most-watched video received over 14 million views.

| The Kennel Club Art Gallery

The Kennel Club Art Gallery holds the largest collection of dog art in Europe. The permanent collection features works by a number of noted dog artists and includes the famous Crufts Best in Show trophy. We received a number of notable new items in the past year, including the Pam Wadsworth bequest, a significant collection of ceramics, and a number of important early 20th century items relating to the French Bulldog.

Several special exhibitions took place including 'For the Love of Dog, Pour L'Amour du Chien', using photographs from the Shirley Baker Archive; a posthumous solo exhibition of the work of Julie Brenan, celebrating her long standing in the dog showing community, and a showcase of new work by the youngest photographer to exhibit at The Kennel Club, Maddie Newton, whose photographs of vulnerable breeds have proved popular.

| The Kennel Club Library

We hold the largest canine library in the world, which deals with thousands of research requests each year.

Since reopening in full, staff have been engaged in helping library users catch up with their postponed research and dealing with a large number of new acquisitions.



Last year we acquired the oldest book in our collection, a first edition of *De Canibus Britannicis* by Dr John Caius, which was published in **1570**. It was the first book to comprehensively describe breeds present in Britain.





“

A record 349,013
puppies registered,
over 60,000 more
than the previous
record year of 1989.

”

Leading the way

Our work touches upon every aspect of the lives of dogs and their owners. All of our schemes and initiatives form part of our overall objective to promote The Kennel Club as the leading UK organisation dedicated to all dogs.

Registrations

When we register puppies we can provide life enhancing education and services for the rest of their lives. Furthermore, all of the information we hold about the dogs on our register is vital for feeding back into the health research that we do, to improve the lives of dogs in the future.

We have made great strides in dealing with the challenges that came from the unprecedented demand for puppies over the past two years and the updating of our IT infrastructure. We're pleased that most of our services are now within our required turn-around times and we're continuing to make improvements.

Top three breeds registered in 2021

1. Labrador Retriever
2. French Bulldog
3. Cocker Spaniel



Over
70,000
litters registered



45%
to first time breeders



349,013
puppies registered. Over
60,000 more than the
previous record year of 1989.

Public relations

A vital part of our mission to 'make a difference for dogs' is to ensure that the right messages – about breeding and buying dogs responsibly, the benefits of pedigree dogs and canine activities, and protecting the rights of dogs and dog owners – reach the right people.

Our new 'Paw and Order' campaign was launched in July 2021 which achieved a circulation of 21 million through 220 pieces of coverage, and applied pressure for tougher sentencing and better reporting of dog theft, ahead of the Government's Pet Theft Taskforce report.

Our annual campaign, Be Puppywise, reached 34 million through 117 pieces of impactful coverage and focused on the consequences of bad puppy buying habits that had become normalised during the pandemic.



| Lobbying

We lobby at a local, national and UK-wide level to influence key decision makers in matters relating to policies and legislation which affect dogs and dog owners. Over the past year, we were able to celebrate successes in campaigns including dog breeding, post-Brexit pet travel and pet theft.

| Our people

Unfortunately, 2021 brought the sad news of the passing of our former Chairman, Peter James MBE. Peter served as Kennel Club Chairman from 1996-2002 and subsequently as a much-respected Vice President of the club. We also lost a colleague, Crispina Thayanathan, who had worked as a member of the Club team for over 14 years. Crispina was a familiar face around Clarges Street with her ready smile and pleasant manner and was very much loved amongst the members.

Our condolences go out to their families, friends and colleagues.



I Our future

Over the past two years, society and dog ownership have all experienced significant change. The impact of the pandemic on dog showing and other canine activities has been considerable. There has also been a significant increase in dog ownership across the UK as more families have welcomed a pet. Whilst it's good to be returning to normal with the resumption of Kennel Club activities, the more recent impact of increased inflation and rising costs of living are also affecting us as they are our country as a whole.

We are also operating in an increasingly competitive environment. We know that other organisations, both private sector and charities, are already competing with us in terms of registration services, puppy finding services, microchipping, training, health testing and so on. As a not-for-profit organisation with finite resources, we recognise we are currently spread thinly in a number of areas and would benefit from clearer prioritisation and focus.

As we approach our 150th anniversary in 2023, and taking into account the changes in the world around us, now feels an appropriate time for The Kennel Club to review our strategy, direction and priorities.

We have begun a programme of work to do just this, and expect to define and agree our revised strategy by the end of 2022. Our revised strategy will be one that builds on our history and past

successes, while ensuring that we are adapting to be successful for the future in a rapidly changing world. We are making sure that our decisions are built on a robust evidence base and are currently undertaking several pieces of research to fill gaps in our knowledge about the external world, and our internal performance, and to bring the views of our key stakeholders into the process.

Setting a clear direction and priorities for the organisation will allow us to direct our resources to the best effect and maximise our impact on the health and welfare of dogs. Our revised strategy will also ensure we are effectively supporting the world of canine activities and all the exhibitors, competitors, participants and volunteers that come together to make canine activities so vibrant and joy-filled.

Through this strategy development process, it is vital that we reflect the views, needs and aspirations of all our key stakeholder groups and ensure that we are acting in the best interests of dogs, dog owners, our members, and all those involved in canine activities, and so we will be using a variety of methods to ensure this happens.

By focussing in this way we will ensure that we survive, and thrive, in an increasingly competitive environment and ensure that The Kennel Club remains a recognised, relevant and respected part of the UK landscape for the long term.

Finance

The Kennel Club is managed in a business-like manner, though it is very much recognised that it is far more than simply a business; it is an institution with an important mission – to make a difference for dogs.



- Registrations **£15.096m**
- Health & welfare **£5.051m**
- Members **£0.337m**
- Shows & events **£0.262m**
- Publications **£0.146m**
- Canine activities **£0.123m**
- Government grant **£0.092m**



- Registrations **£5.530m**
- Health **£2.660m**
- Canine activities **£2.651m**
- Education **£1.763m**
- External relations **£1.549m**
- Shows & events **£1.268m**

Net surplus
£5.687m

Depreciation
£2.108m

Operating surplus
£3.579m





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