



**Meeting 21 March 2019, Council Room, Royal Veterinary College, 4  
Royal College Street, Kings Cross, London, NW1 OUT (2.00 – 5.00pm)**

## **Notes of Meeting**

**Members present:** Carol Fowler (CF), David Grimsell (DG), Charlotte Mackaness (CM), Dan O'Neill (DON) Emily Davies (ED) Lesley Field (LF) Katharine Williams (KW), Clare Rusbridge; (CR) Fiona Cooke (FC) Camilla Pegram (CP) and Vicki Betton (VB)

**Apologies for absence:** Sheila Crispin, Rowena Packer, Tania Ledger; Stephen Charlton

### **Opening:**

Welcome to Helen Black from Community Voluntary Service South Gloucestershire who is advising DBRG on fundraising and charity matters. Also two new members, Emily Davies and Camilla Pegram

### **1. Matters arising**

#### **1.1 Action points from December Meeting:**

Minutes

It was agreed that minutes from today's meeting onwards follow 'Chatham House Rules' and there would only be one version to be circulated to DBRG members and third party partners/website.

It was also agreed that at each following meeting the minutes would be signed by all members present as a true reflection of the proceedings.

#### **1.2 Easy Fundraising**

EasyFundraising had recently emailed members to say their contributions had been credited to DBRG

***Action DG to confirm***

### **1.3 Charity Commission**

It was agreed to amend the Trust Deed to ensure that all present and future trustees are governed by Clause 11 – and delete any reference to length of tenure as a trustee.

**Action KW**

### **1.4 Dog Health Workshop**

CF's attendance at the event would be funded by DBRG.

## **Part 1 Agenda**

### **2. DBRG Symposium**

The day has been agreed for 6 October 2019 and the sub-group working on the planning have made good progress. The subgroup consist CR CM and CF. It was agreed that any extra help required would be requested from DBRG members before the June meeting to allow time before the event.

**Action CF CR**

The small lecture theatre at the University of Surrey has been booked which will accommodate up to 150 people. However the larger lecture theatre is available which will seat up to 250 people, and costs £85 more. It was therefore agreed that the larger lecture theatre would probably be a better alternative, as it is hoped that numbers will exceed 150.

**Action CR**

Costs for the last symposium have been analysed and the bulk of the cost came from supplying lunch. It is planned that in October, sponsorship would cover the cost of the food.

Costing for the event was discussed and it was suggested tickets should be priced at:

£15.00 for students; £25.00 for Breed Health Club attendees and £60.00 for everyone else. This is however subject to change.\*

- *Since the meeting the ticket prices have now been fixed at £55 (£25 for students and Breed Health Coordinators.) Now on sale at [www.dogbreedingreformgroup.uk](http://www.dogbreedingreformgroup.uk)*

**Action CF CR**

### **Sponsorship**

Good progress has been made in obtaining sponsorship for the event, but this is still on-going.

During the discussion about sponsorship it became apparent that DBRG require a criteria for endorsement to ensure that brands sponsoring the event (or DBRG) accord with the ethics of DBRG.

***Action All***

**3. Attendance at Events 2019**

A number of shows were suggested as possible candidates for DBRG attendance; London Vet Show; Pup Aid, and National Pet Show among them. It was agreed further research on the audience of particular events would be undertaken before the next meeting, and that attendance should fit with DBRG's strategic objectives.

***Action All***

**4. Student Ambassadors**

Feedback from a small sample of Student Ambassadors about the website was broadly favourable. However issues were raised about clarity of signposting and website structure. No action is required to up-date it at present.

**5. Wales Third-Party Sales Consultation**

17<sup>th</sup> May is the closing date for consultation on third-party sales of puppies in Wales. Julia Carr is writing the DBRG response. It was also agreed to write to CARIAD to thank them for their endeavours, and to offer DBRG support.

***Action DG to draft letter***

**6. Use of DBRG Logo**

A document has been prepared by DG with regard to the criteria which should be adhered to before DBRG can endorse the use of the logo by third parties. All agreed that this is an excellent document and it should be implemented immediately.

***Action All***

**7. Up-Dates**

**7.1 Brachycephaly Working Group**

The Annual Report for the working group is currently being prepared. It was pointed out that advertising/celebrity endorsement and social media appear to be key factors in the

popularity of the brachycephalic breed. On a positive note show judge training and health schemes seem to be gaining popularity.

## **7.2 CFSG Conformation Sub Group**

No meetings have taken place since the previous DBRG meeting therefore nothing to report

## **7.3 KC Breed Health and Conservation Plans**

The process undertaken in the development of Breed Health Plans by the Kennel Club was outlined. Also the importance of getting each breed health plan strategy right before the Kennel Club is likely to endorse any plan. Three stages are required to ensure the health plans are taken seriously

Stage 1 Evidence gathering

Stage 2 Prioritisation

Stage 3 Planning

Kennel Club have given breed clubs the opportunity to publish their plans to promote transparency, Dachshund and French Bulldog plans have been published to date.

***Action LF to update at next meeting***

## **7.4 Companion Animal Welfare Group Wales**

Meeting will be on 27<sup>th</sup> March in Cardiff CF and DG to attend and report back at next meeting.

***Action CF/DG***

**7.5 APGAW** it was agreed to remind them that DBRG are an associate member and should be invited to relevant meetings.

Action CF

**7.6 APDAWG** it has already been agreed that DBRG will be invited to meetings when relevant

## **Part 2**

## **8. Strategy Review**

DBRG's 5 objectives were each reviewed:

1. Developing DBRG as a sustainable organisation

2. Education and raising awareness

3. Legislative change to meet the needs of dogs in the 21<sup>st</sup> century
4. Bringing experts together and disseminating expertise
5. Changing behaviours of owners and breeders.

It was noted that there is a difference between DBRG's sphere of influence and sphere of control. For example the behaviour of owners and breeders may be changing but how much of this is due to DBRG influence? It was agreed that some objectives are difficult to review as DBRG influence is difficult to measure. Whereas the objective 'Bringing experts together...' was easier to measure, as demonstrated by the Symposium.

DBRG require a list of priorities which can be measured. It was agreed that an email discussion would take place around the strategy document to further define future priorities.

***Action DG to collate a list of priorities***

**9. Fund Raising - Helen Black**

**Associate - Community Voluntary Service South Gloucestershire**

Presentation was made to enable DBRG to consider fundraising and how it fits the strategic objectives.

Questions were asked which invited members to consider such as :

The Income Spectrum - where does the money come from?

The income mix should be: suitable for DBRG; sufficient for DBRG needs; and stable to support long term strategic planning.

More practical suggestions were also put forward such as:

- a) Gift Aid needs to be more obvious on the website

***Action CF***

- b) The hours that DBRG members are volunteering should be recorded as this is a tool which can be used when asking for sponsorship. Sponsors often match man hours with cash gifts

***Action All***

- c) The sustainable sun tool was explained, and members encouraged to think about how this applies to DBRG.

***Action All***

**10. AOB**

1. **BVA** – Andrew Gillon’s replacement has requested that she attend DBRG meetings – all agreed that she should be invited to the next meeting.
2. Andrew Gillon was formally accepted as a member
3. It was agreed that a membership form should be developed to capture member details and ensure a spread of expertise.

***Action KW***

4. CR has been approached by ‘Project Dog’ run by a company called Brunskill and Grimes. They are puppeteers and are making a documentary theatre about human relationship with dogs. It fits the education and raising awareness objective, and could be supported by DBRG in some way. CR agreed to update the group at the next meeting and all agreed it would be an excellent vehicle to educate the public, particularly about brachycephalic type dogs.

***Action CR to update at next meeting***

End of Meeting

Next Meeting at British Veterinary Association (BVA), 7 Mansfield Street, London, W1G 9NQ

13<sup>th</sup> June 2019 at 2pm (1pm for Trustees)