



BRC Sets a strategic plan to steer the fancy through what is some turbulent times

19th May 2021

The British Rabbit Council Governing Body recently agreed a set of new strategic objectives to see it through 2021-2025 as some guiding principles for trying to move the fancy forward and deal with some of the challenges that are currently along the way.

The Governing Body is presently working as a priority to overcome the vaccination situation and seek to work around a solution with other companies, bodies etc to find a way of obtaining vaccine legitimately but at a much more reduced cost than most high street vets are seeking to charge.

The Governing body is working closely with the Parliamentary group on Animal Welfare in regards to a proposed Rabbit Welfare Code of Practice that will be likely introduced for companion rabbits in late 2021. Trying to distinguish the difference between exhibition rabbits and those companion rabbits kept as pets.

The creation of an education sub committee is a significant step in trying to make sure the right level of education is available at all steps of the way for people to learn both by hands on, by online videos/seminars and also through educational material that can be referred to continuously and is relevant.

At the same time, the BRC is trying to find new ways of sustaining and if not increasing membership that has been continually declining for some years, predominantly due to issues such as abilities to dispose of refuse, vaccination availability, loss of faith in judging and showing, and a lack of foresight by the organization to look at how other disciplines within the rabbit keeping world can work towards building a fancy that is more diverse in it's membership base.

The creation of strategic aims are now driving forward the business review and futures working group that is working to inform the GB on new proposals and options for moving the fancy forward.

It is both a worrying, but also potentially exciting time for the British Rabbit Council as we try to find new ways to evolve and be on the front step. Maintaining many of our traditional values and ways of working, but at the same time coming into the 21st century to deliver a future proof fancy.



BRITISH RABBIT COUNCIL – STRATEGIC AIMS 2021-2025

- To promote the Pedigree Rabbit and its associated hobbies and welfare standards
- To protect and maintain the heritage of all recognized pedigree rabbit breeds
- To promote and continually discover rabbit welfare standards that must be upheld by our members through lifelong support from the BRC, working with welfare organisations to build on research and expertise in this field
- To promote healthy and ethical breeding practices by our members
- Build a programme of recruitment and marketing tools that will make the rabbit hobby & rabbit keeping attractive, engaging. Retaining existing and newcomers to the associated disciplines within rabbits
- To build a culture within the rabbit fancy that will encourage respect for each other, sharing of ideas and a passion for supporting each other in building a foundation on which we thrive in seeing others succeed
- To develop a programme of education and a culture of engagement & encouragement in support of:
 - Existing Rabbit breeders and exhibitors
 - New and Existing Pet Rabbit Owners
 - Those involved in activities involving rabbits such as Exhibiting, Pet Keeping, Rabbit Sports & House Rabbits
 - Promote the pathways into exhibition rabbits and build a retention plan once people are involved in the exhibiting hobby
 - Judge's education and development
- Work with our network of affiliated bodies and our regional representatives to connect, build and deliver the strategic aims of the BRC to existing hobbyists and local communities across the United Kingdom
- Build technologies and routes to engage with the BRC and the associated hobbies on a 24/7 basis



The Governing Body of the British Rabbit Council