



International
Sheep Dog
Society

About The Event

**Brynkinalt Estate,
Chirk, Wrexham**

**11th - 13th
September 2025**

The International Sheepdog Society trials season culminates at our International Sheep Dog Championship, which our home nations each host on a rotational basis annually, and in 2025, it will be hosted in North Wales. The International really is the pinnacle of the season, attracting thousands of sheepdog enthusiasts from all over the world!

Footfall at this event reaches up to 25,000 over the three days. We sell over 2000 livestreaming packages that are watched everywhere from Wales to New Zealand, so we are not exaggerating when we say we have an International reach!

Our social media following is continuously growing, with posts achieving a reach of up to 52k during the peak of the summer trial season, and our website reported 115k visitors in 2023 alone.

We also have an exclusive Society magazine called "International Sheepdog News", which has an anticipated readership of 9000+, which the International Championship features in heavily during the Winter Edition. We are also regularly seen on various TV channels, more recently on BBC Northern Ireland where our 2023 World Trial was featured in a 3 part programme, and our members have regularly featured on "One man and his Dog", and the 2024 trials recently held was featured on Countryfile on the BBC.



Up to 52k reach on our ever growing social media platforms and our website had over 115k visits in 2023!



Acreage of over 1.25million within our membership. *With 52% of members being farm owners.



Total sheep headage approx. 2 million within our membership.





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About Us

In 1873 the first recorded sheep dog trials were held in Bala, North Wales, but it was not until some 33 years later that The International Sheep Dog Society (ISDS) was formed, following a meeting of English and Scottish sheep- men in 1906.

Shortly afterwards, the first International Trials were held in Gullane, Scotland. Now, over 100 years later, the International Sheep Dog Society has well over 7,000 members from all over the World.

The International Sheep Dog Society (ISDS) is a registered Charity (No 209009) and its activities strictly accord with UK Charity Regulation.

The International Sheep Dog Society (ISDS) was founded in 1906 with the intention of stimulating interest in the shepherd, the shepherd's calling and to secure the better management of stock by improving the breeding and training of the Border Collie. This is still the objective today and Border Collies are now regarded to be the best herding dogs in the world.



Now is your chance to be a part of the world of Sheep Dog Trialling. Join us and support this thrilling, skilled and highly competitive event that attracts worldwide interest.

