**British Equestrian Federation**

**Local Delivery Document - Partner Briefing Summary**

**Introduction:**

The main purpose of this document is as follows:

1. Provide partners with more information about how Equestrian aim to deliver local activity throughout 2013 – 14 and to show partners how we intend to achieve the growth targets:

2. Provide partners with an overview of the scope and potential of Equestrian sport

**1. Local Delivery**

The Equestrian participation strategy is called **Hoof**. Hoof is a united approach by all 18 BEF Member Bodies to grow horse riding. The Hoof brand is communicated through enhanced PR and Marketing investment and the Equestrian Participation website [**www.hoofride.co.uk**](http://www.hoofride.co.uk)

The BEF local delivery document is an internal performance management tool to be used by the BEF team and support partners to monitor the effectiveness of the deployment of staff and local delivery in relation to overall national aims and objectives.

The document will be updated every 6 months and circulated to partners to inform:

* where BEF / Hoof and hoof product delivery is occurring - geographical area / targets
* which equestrian centres and riding schools are receiving investment / support
* where workforce training is taking place

The sharing of this information can also be used by CSPs to assess BEF / Hoof activity in localised areas, especially where engagement with CSP staff does not regularly take place.

**BEF will provide two levels of delivery: i) local target** and **ii) general support**

BEF will:

* Communicate via the Hoofride website and produce national marketing and communication including a monthly Hoof newsletter and Hoof on Tour events (via Marketing Officer Kate Moore).
* Provide Business to Business support via national Hoof Network Events and local Hoof Business workshops.
* Extend Product delivery via Take Back the Reins and new products released in 2013 – 14 for Disability, Youth and Horse Match

1. Delivering **local targeted support** to link Equestrian Centres to CSPs and convert latent demand for Equestrian sport are three Business Growth Officers:

* Birmingham, Warwickshire and Staffordshire
* Avon, Somerset, Gloucester and Wiltshire
* Surrey and Sussex.

Specific contact details for the team can be found at:

<http://www.hoofride.co.uk/page.aspx?sitesectionid=434&sitesectiontitle=Hoof+National+%26+Regional+Team>

1. Delivering **general** support to enable Equestrian Centres to link with CSPs are:

* Maggie Still – Head of Participation
* Sonia Birch & Anne Clarke - National Hoof Coordinators (Part time – job share)
* Marie Haycocks / Jenalynn Ancliff - WSP Project coordinator

**2. The Scope and Potential of Equestrian Sport**

Equestrian is the 8th largest participation sport with a huge network of Equestrian Centres and Riding Schools and a significant percentage of the population engaged in horse riding.

Latest statistics from the British Equestrian Trade Association National Equine Survey describe the equestrian sector (excluding horse racing):

* £3.4billion annual turnover
* Employing approximately 250,000 people
* 3.4million riders have participated in last year of which 2.4million ride regularly
* 11million people have some interest in horse industry and 5million an active interest
* Approximately 1 million horses in the UK.

**BEF** is the umbrella organisation representing the interests of the 18 Member Bodies and is regarded by Sport England and UK Sport as the NGB for equestrian sport. Most of the 18 BEF Member Bodies could be classed as NGB’s in their own right, varying in size and reach. For further information about Equestrian Participation go to [**www.hoofride.co.uk**](http://www.hoofride.co.uk)

**The Pony Club** with 31,000 Branch Members of 345 Branches predominantly for horse / pony owners and 15,500 members of 600 Pony Club Centres predominantly for non - horse owners, based at local riding schools. The Pony Club caters for young people aged 6 – 25 years. Find out more about the Pony Club at <http://www.pcuk.org> in particular Pony Prep for aspiring young equestrians.

**The British Horse** Society has 75,000 members riding at the 997 BHS Riding schools (non – horse owners) and 36,000 members at BHS Riding Clubs (horse owners). They also have affiliated livery yards (horse owners). In addition, there are 139 BHS affiliated Bridleway groups run by 222 volunteer bridleways officers. More detail on the work of the BHS can be found at <http://www.bhs.org.uk>.

The BEF have a second frontline participation Member Body in the **Association of British Riding Schools** who also offer Equestrian Centre accreditation and training provision.

BEF’s first product aimed at increasing participation is **Hoof Take Back the Reins** which offers a participant a structured entry to the sport and an emphasis upon customer care is delivered through BHS and ABRS accredited centres.

**Riding for the Disabled Association** has over 30,000 participants focussing on therapy, achievement and involvement. There are 500 volunteer groups delivering riding, carriage driving, vaulting and show jumping through over 18,000 volunteers and instructors. Further information on the RDA can be found at <http://www.rda.org.uk>

In September 2013 we will increase the Equestrian Disability offer and pilot the **RDA Hoof Accessibility Mark**. This aims to reduce the substantial waiting lists of the RDA by providing commercial Equestrian Centres and Riding Schools with support and skills to deliver horse riding for people with a disability therefore increasing the capacity of the sport in this area. Pilots will roll out from September 2013.

Equestrian has a proud heritage of success at World level through Show Jumping, Eventing, Dressage and Para Dressage plus many other Equestrian Disciplines. Equestrian Excel programmes are well established. For further information visit www.bef.co.uk