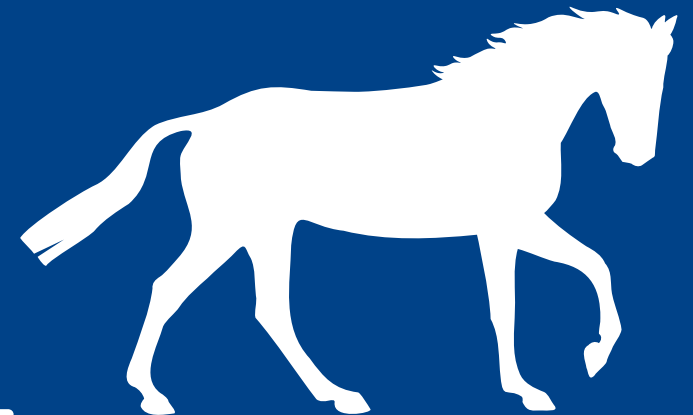


British 
Equestrian

#HorsesForAll

A six-month update from British
Equestrian and our member bodies

*A summary of actions following on from the
recommendations of AKD Solutions and our
response commitments*



#HORSESFORALL UPDATE



In June 2022, British Equestrian and our member bodies embarked on a major research project to investigate the barriers to participation in our sports and activities from those from the underrepresented communities, namely ethnically diverse populations and those from a low socio-economic background. Working with AKD Solutions, a comprehensive data-led project took place over a 10-month period and, in June this year, we [launched a summary of the findings](#) and our collective immediate response to the 11 recommendations made by AKD.

In that response, we made a number of commitments over short, medium and long-term time frames and, to mark National Inclusion Week 2023, we felt a six-month update was a fitting way to share the achievements and progress we've made since the report was published.

We made a [federation-wide pledge](#) on equality, diversity and inclusion to begin our bid to improve the industry which focused on culture, representation, growth and wellbeing. The subsequent response and engagement from our member bodies has been inspiring with a genuine desire for improvement and lasting, generational change.

A lot of progress has been made in the past six months, thanks to the work and vision across the federation. Some of the benefits and improvements are quick and obvious, while some are vital steps in laying foundations for future advantage. The work towards creating a vibrant, healthy community will continue. Six months is a short time in a journey of this nature, but we are all committed to long-term beneficial change.

We look forward to sharing our Equality, Diversity and Inclusion Strategy later in due course – the team developing and shaping the narrative and content are truly representative of our stakeholders and should give us a blue print for an equitable, inclusive community.



Recommendation 1: A universal commitment to anti-racist and anti-classist equestrian environments

Our commitment: A shared code of conduct and standards of behaviour across our organisations

This commitment remains a key element of our focus and it is in the process of being integrated into the revised British Equestrian Rulebook. This rulebook will set out the rules which each member body is required to comply with and include governance and integrity matters such as safeguarding and anti-racism requirements. While this initiative is still a work in progress, the development of the rulebook is progressing steadily with a view to having it in place by the start of 2024.

Our commitment: Adopt consistent language, policies, and strategies to ensure that our actions are aligned with our organisational values

We're in the process of developing an overarching policy that all member bodies will be required to adopt. With a go live target of early 2024, this policy will serve as a cornerstone in aligning our collective actions with our organisational values, reinforcing our commitment to creating a more inclusive and equitable equestrian community.

Recommendation 2: Open door complaints and grievance practices

Our commitment: We will investigate a harmonised case management process that can be adapted across the federation

A suitable case management system has been identified and we're currently addressing the logistical aspects of its implementation across the federation. We're aiming to have the system in place by April 2024.

Our commitment: We will establish a clear 'report a concern' process and defined reporting lines that can be adapted and used as best practice

An open reporting system is being integrated into the case management process, and we have identified appropriate software and are working on the logistical details of its implementation. This ensures that reporting concerns and grievances will be handled effectively and in accordance with best practices.

Recommendation 3. Clear merit-based progression

Our commitment: We will universally commit to providing equal opportunities for all, across the federation's activities, in order to enable any individual to participate, fulfil their sporting aspirations and career potential

We're working to broaden and develop a pathway that facilitates increased accessibility for candidates from underrepresented communities into equestrian sport in tandem with action initiatives that promote a more diverse workforce across the sport and industry.

Recommendation 4: Build strong partnerships with alternative structures and diverse spaces

Our commitment: We will make connections with alternative structures and diverse spaces both within and outside the equestrian community

Through the Sport England Together Fund, we've established connections with a variety of more diverse organisations. Within the equestrian industry, our support extends to the [British Ethnic Riders Forum](#), where we're actively contributing to their organisational development, governance, and structural improvements. We're also working closely with centres such as The Friendship Cafe at St. James City Farm and the Urban Equestrian Academy, both of which are receiving assistance in the form of business consultancy and fundraising support.

Beyond our community, we've provided funding to three organisations supporting the South East Asian community to get active. [Club Ekta](#), [Nature Warriors](#) and the [Bahja Initiative](#) have now successfully forged partnerships with local riding schools and these initiatives have provided us with a solid framework for future activities. We've also worked with Sikh communities in a project led by The British Horse Society at [Eastminster Riding School](#) in north East London, where we had over 300 people attending a taster event, followed by an offer of weekly riding sessions.

Through our Sport England system partner investment, we're collaborating with The Pony Club on a project focused on diversifying their membership and introducing more young people to horses. We're creating an interactive educational resource designed in collaboration with groups identified by Sport England as facing engagement inequalities in sports and physical activities. The Pony Club has worked with organisations such as [Girlguiding](#) Rainbows and Brownies, and engaged with wider parent and child feedback sessions in different geographical locations to consult.

We're also working with other faith groups and collaborating with a number of NGBs with Sunnah Sports and Active Madrassas.

Our commitment: We will further improve our understanding of barriers faced by underrepresented groups and strengthen our efforts to address them

In the coming months, we'll leverage the insights gained from the various projects we've worked with to develop replicable models for implementation in different areas.

Actively engaging with individuals from diverse backgrounds and alternative structures enables us forge partnerships that strengthen their sustainability, expansion, and standing within the industry. This enhances our understanding of the challenges faced by underrepresented groups and reinforce our commitment to addressing them.



Recommendation 5: Invest in urban equestrian centres

Our commitment: We will analyse and share the results of research into the business models of urban equestrian centres conducted with the Sport and Recreation Alliance. Using the findings, we will help develop organisational plans to support equestrian businesses in urban settings to help sustain and grow existing centres

In collaboration with [Sport & Recreation Alliance](#), we've actively engaged in a research project to examine the business models of urban equestrian centres, the findings will be released during Inclusion Week 2023, 25 September to 1 October.

Our goal was to gain valuable insights from this analysis, looking at the outcomes around impact of urban centres on their local communities, the diversity of participants within the urban landscape, their achievements as well as the obstacles they encounter. We'll then use this knowledge to work to foster the sustainability and growth of existing centres in these dynamic environments.



Our commitment: To continue fostering growth and enhancing capacity in urban riding schools, particularly in densely populated and diverse areas across the UK

We'll be looking at developing growth in the urban landscape through the [Equi-Youth Coaching pilot project](#), aimed at producing coaches to inspire and develop the urban rider. We're using the learnings from the initial pilot to adapt the model in consultation with urban centres, including investigating progression pathways and supporting existing Level 1 Coaches from the pilot who want to progress onto Level 2 qualifications.

Through the Together Fund, we've funded 12 centres that are (directly and indirectly) working in urban locations and densely populated areas with around £90K of support. We're also investing a further £12K into supporting a number of urban equestrian centres with their resilience and organisational development.

In the coming months, we'll leverage the insights gained from the projects mentioned above to develop replicable models for implementation in different areas.

By actively engaging with individuals from diverse backgrounds and alternative structures, it enables us forge partnerships that strengthen their sustainability, expansion, and standing within the industry. These connections enhance our understanding of the challenges faced by underrepresented groups and reinforce our commitment to addressing them.

Recommendation 6: Keep records of diversity indicators

Our commitment: We will start by creating a baseline on diversity indicators across the federation

We've initiated the introduction of diversity and inclusion metrics for implementation throughout the federation, marking a significant step towards establishing a baseline for our diversity measures. Our objective is to adopt a data-rich approach, moving away from reliance on insufficient evidence or costly, ad hoc, outsourced data collection for research projects. We're carefully selecting the data we intend to gather and use, ensuring it provides a comprehensive perspective on diversity within our organisations and anticipate final approval of these metrics by early 2024.

We're currently engaged in the process of harmonising and standardising our data collection methods with a collaborative approach across the organisations. This will ensure our diversity initiatives are built on a solid foundation of accurate and meaningful data, thus enabling more efficient research and insight reports.

Recommendation 7: Create regular industry check-ins which promote diversity

Our commitment: We will co-ordinate regular check-ins with relevant stakeholder groups and communities as part of the federation's operational plan.

We continue our regular industry check-in through various forums like British Equestrian's Equality Engagement Group (EEG), consisting of diverse organisations, and through other platforms such as The British Horse Society and Pony Club EDI Advisory Boards.

We're continuing to build our knowledge of our under-represented communities and their needs by connecting better with diverse spaces and other systemic and delivery partners. This will enable us to identify routes to build connections to communities and present equestrianism in a form that links to local needs and supports local movements.

Recommendation 8: Plan generationally

Our commitment: We will work together to evolve and develop the industry framework to ensure it remains relevant and effective in promoting equality, diversity and inclusion within the federation and within industry participation.

We will be working towards creating equitable, diverse, and accessible opportunities, so that everyone, across the different landscapes have a culturally aware, psychologically safe and experience free of systemic barriers.

Recommendation 9: Lead from the front on diversity and make the changes you want to see

Our commitment: We will foster a culture that values and respects differences, and encourages open and honest dialogue on EDI issues

We're in the process of developing an overarching strategy for the federation focussing on fostering a culture that values and respects differences, and encourages open and honest dialogue on EDI issues. A first step towards this has been the roll out of a federation-wide EDI 12-month education programme for all levels of our organisations.

Concurrently, work has commenced on our Diversity and Inclusion Action Plan or 'DIAP' which meets the requirements of UK Sport and Sport England and aligns with our overall strategy, and the specific EDI strategy. We're currently preparing the framework and expect completion early next year.



Our commitment: We will hold ourselves and our leadership accountable for promoting and demonstrating a diverse and inclusive culture, challenging and addressing behaviours that don't align with EDI values

Through our education programme, we've started to put mechanisms in place to support our leaders and workforce to challenge poor behaviours and to encourage a truly inclusive culture. This will take time to embed properly and will be an ongoing process of raising awareness and an understanding of others' perspectives.

Our commitment: We will develop an equality, diversity and inclusion strategy, which will help to inform member bodies' own EDI plans, and develop an education programme for British Equestrian and member bodies that can be incorporated into these strategies

In collaboration with federation members, we're creating a comprehensive federation-wide EDI strategy, set to be released in November 2023. The education program targeting the leadership level (CEOs and Board members) has been formulated and implemented. The subsequent layer, designed for Senior Leadership Teams (SLT), is scheduled for rollout in October.



Recommendation 10: Address financial, structural and social barriers to engagement

Our commitment: Through forming stronger partnerships with diverse communities, we will gain a deeper understanding of opportunities to discover talent in underrepresented groups

Through proactive engagement with individuals from diverse backgrounds and alternative structures, we're establishing partnerships that will enhance their long-term viability, promote growth, and elevate their status within the industry. These interactions will deepen our understanding of the barriers for underrepresented groups and demonstrate our dedication to addressing these challenges, including developing enhanced career pathways that will facilitate increased accessibility for candidates from underrepresented groups.

Our commitment: In the development of our EDI strategy, significant attention will be given to the barriers preventing initial engagement with equestrian activity

This lies at the core of our upcoming EDI Strategy and will form the foundation for the upcoming actions.

Recommendation 11: Improve experience and generate new advocates

Our commitment: We will begin by actively listening, learning and adapting to enhance the experience and the customer journey for everyone within our industry

Through a various initiatives across the equestrian industry, we are committed to actively listening and continuously improving our offerings to ensure inclusivity for all individuals, regardless of their backgrounds. Our primary focus is on refining the customer experience and journey to create advocates who champion our industry.



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