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# **BARRIERS TO EQUESTRIANISM RESEARCH**

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April 2022

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**Project Title:** Understanding the barriers to making equestrian activity more inclusive and representative of UK population.

**Invitation to tender:** The British Equestrian Federation (BEF) on behalf of its member bodies are seeking a suitably experienced organisation to undertake research services to help them understand the barriers to making equestrian activity more inclusive and representative of the UK population. It is anticipated that the contract will commence in April 2022 and be completed by July 2022.

**Date:** 01 April 2022

## Background

British Equestrian Federation is the National Governing Body for horse sports in the UK, affiliated to the Federation Equestre Internationale (FEI), the international governing body of equestrian sports. It exists to provide leadership, vision and purpose in steering the direction of equestrianism.

British Equestrian Federation is an umbrella organisation representing the interests of three million riders, vaulters and carriage drivers in Great Britain via 18 independent member bodies (14 members and four associates). Established in 1972, it is the largest representative body within the equestrian industry.

As a National Governing Body, British Equestrian works on policy issues with the FEI. It coordinates the British calendar of international events, disciplinary procedures and doping control, and oversees the training of British international judges, stewards, vets and course designers. In the UK, it plays an active role in representing the common interests of its member bodies to organisations such as the British Olympic Association, British Paralympic Association, SportsAid, the Sport and Recreation Alliance, DCMS and Defra.

British Equestrian is responsible for distributing government funding to the equestrian sports. Funding from UK Sport and Sport England supports British Equestrian's work, from developing elite riders aiming to win medals for Great Britain to encouraging complete beginners from a range of backgrounds to get involved. Funding support is also provided by Sport Scotland for horsescotland, aligned to British Equestrian while support in Wales and Northern Ireland is currently provided through our member bodies.

British Equestrian continues to drive participation in equestrian sport as a result of the Olympic and Paralympic legacy, aiming to encourage more people to take up horse riding, driving, vaulting and volunteering. By connecting people to riding centres, schools, clubs and equestrian sporting organisations, British Equestrian is helping more people to discover horses, get fit and improve their wellbeing.

One of the current challenges with the participants profile, is that the various equestrian disciplines are not representative of communities across the UK. As the National Governing Body, it is British Equestrian's desire to inspire a culture of everyday inclusion and accessibility to enable us to make real headway towards tackling inequalities within our ecosystem, thereby making equestrianism more inclusive. This project – focused on dismantling the systemic, societal and cultural barriers to equestrianism at the grassroots level of the sport- is fundamental to help us achieve this goal.

We remain a sport that is diverse in certain demographics but not in others like people from ethnically diverse communities or those living in the most deprived areas according to the Index of Multiple Deprivation (IMD) Indices (2019). With this in mind, equestrianism is well positioned to help with broader social agendas, which may include helping ‘non-traditional’ inactive audiences becoming more active or having a positive impact on the mental health of children and adults from certain backgrounds.

To support our position as a forward-thinking, innovative governing body, we need to ensure our grassroots participants reflect UK society. By conducting this research, we also align to the BEF’s strategic aims to show leadership across the equestrian sector and to innovate and develop new ways to become more inclusive and representative of communities across the UK.

As we will see in the next section, the equestrian sector already has a strong story to tell of inclusion by gender, disability and sexual orientation. However, there remain challenges to ensure representation and inclusion are equitable for those from ethnically diverse communities and those living in the most deprived lower-level super output areas.

### What do we currently know?

There is evidence from Sport England’s Active Lives and Active Lives Children and Young People Surveys that demonstrate levels of representation in equestrianism/horse riding in by different demographics.

Currently the full picture is not known, which is why there is a wider need to collect much more comprehensive data and evidence from the sector on all relevant characteristics and demographics for our riding communities. However, what is known is included in the brief below, alongside the source of this information:

1. From **Sport England’s Active Lives** data (16+), the latest information relating to the May 2020-May 2021 time period shows that:
  - A total of 264,800 adult participants in England (for at least two times in the past 28 days)
  - 87% (230,200) of participants are women, representing 1% of the female adult population. The equivalent is 0.2% for men.
  - Participant numbers have dropped from previous years, potentially because of covid-19 impact, however, the gender balance has remained consistent.

The following table uses slightly older data (which needs refreshing) but highlights the nuances of participation by ethnicity:

	Nov 16/17	Nov 17/18	Percentage point change	% change
White British	2.4	2.1	-0.3%	-12.5%
White Other	2.1	2.5	+0.4%	+19.0%
South Asian	0.9	1.5	+0.6%	+66.6%
Black	NS	0.9	Cannot state it is +0.9% as NS doesn’t necessarily mean the Nov 16/17 % was 0, just that it was non-significant	
Chinese	NS	NS	NS	NS
Mixed	2.9	2.4	-0.5%	-17.2%
Other	NS	NS	NS	NS

We also need further analysis of how the representation from ethnically diverse communities of black and Asian heritage compares to the English population statistics. This will be requested from Sport England so this analysis can be conducted, but in the meantime, screenshots from Sport England's Sport for All report are included in the appendix to this research brief.

The table on below also uses older Active Lives data from 2017/18, but demonstrates the strong representation that equestrianism has with adults with limiting disability/ies in England. It shows that there is a powerful story for equestrianism to tell of accessibility and inclusion for disabled adults in England.

If we look at the participating twice a month, then the percentage of participants with disabilities that enjoy equestrianism is 21%, remarkably close to the average for the population and significantly higher than many other high profile, large-scale participant sports.

SPORT	FREQUENCY	APPROX PARTICIPANTS WITH LIMITING DISABILITY	ALL PARTICIPANTS	% DISABLED PARTICIPANTS
ALL ENGLAND POPULATION		9,895,698	44,980,446	22.0%
ALL SPORT	TWICE PER MONTH	6,155,125	34,856,200	17.7%
EQUESTRIAN		59,374	282,900	21.0%
FOOTBALL		138,540	2,036,600	6.8%
BADMINTON		59,374	835,900	7.1%
CRICKET		19,791	292,900	6.8%
SWIMMING		722,386	4,717,600	15.3%
CYCLING		722,386	6,096,100	11.8%
NETBALL		19,791	274,600	7.2%
ALL SPORT		AT LEAST ONCE IN THE LAST YEAR	8,173,848	42,326,600
EQUESTRIAN	158,331		936,900	16.9%
FOOTBALL	395,828		4,522,100	8.7%
BADMINTON	286,975		3,024,500	9.5%
CRICKET	118,748		1,193,800	9.9%
SWIMMING	2,097,888		14,072,900	13.4%
CYCLING	2,256,220		16,788,900	13.4%
NETBALL	98,957		969,600	10.2%

2. From **Sport England's Active Lives Children and Young People**, for the 2020-21 academic year, we also know that:

- 145,700 children between 6 and 16 (school years 1 and 11) rode a horse in the last year and breaks down as follows:
  - 15,800 for 6- and 7-year-olds (school years 1-2) representing a 1.1% participation rate
  - 66,100 for 8- to 11-year-olds (school years 3-6) representing a 2.4% participation rate
  - 63,900 for 12–16-year-olds (school years 7-11) representing a 2.1% participation rate
- The data splits by gender with 27,900 boys participating across 6-16 years old (0.8% participation rate) and 116,100 girls participating (3.3% participation rate)

3. From the **British Equestrian Trade Association's** (BETA) 2019 National Equestrian Survey, the overall proportions of riders by socio-economic grouping are defined as follows: AB 45%, C1 20%, C2/DE 34%, which we would like to explore in further detail but for lower super output areas
4. **British Equestrian** conducted some EDI surveys (c.2018), providing these statistics:
  - From BE equality survey
    - 5% of eventing respondents (18 and over) are LGB (National = 2%)
    - 15% of male eventing respondents described their sexual orientation as gay/bisexual or identified in another way/prefer to self-describe (National = Male 2.3%, female 1.8%)
    - Male eventing respondents are around 6.5 times more likely to be LGB than the national population. 2.8% of female respondents describe their sexual orientation as LGB, still 1% higher than in the national population.
    - 0.2% of eventing respondents identify as trans.
  - From the world class practitioner survey
    - 13% LGB (3% lesbian/gay woman, 10% gay man)
  - From a BE coaching survey
    - % LGB coaches 3% - 50% higher than national average (National = 2%).

## Strategic rationale

BEF ([including federation members](#)) is [committed](#) to making the sport of equestrianism more inclusive and accessible to current members and potential new members and is aware it needs to understand the perceptions of people from all backgrounds towards the sport if it's to make a difference. This piece of research, along with the internal equality, diversity and inclusion assessment currently being undertaken will feed into the development of an E, D & I Action plan for BEF and an overarching E, D & I strategy for the sport of equestrianism.

The strategic rationale for this this piece of work is to help:

- To grow participation in horse riding, vaulting and carriage driving at grassroots levels, by opening up opportunities and making it more accessible to people from ethnically diverse communities and those living in the most deprived Lower-layer Super Output Areas (LOSAs).
- To provide clear recommendations on how best to make horse riding, vaulting and carriage driving more accessible, in particular for people from ethnically diverse communities and for those in the most deprived lower-level super output areas.

## Key requirements for the project

The following are key requirements that the applicant will need to factor in:

### Research objectives

- To understand the barriers of participation in horse riding, vaulting or carriage driving through lived experience of people from ethnically diverse communities and those living in the most deprived lower super output areas.

- To understand the latent demand and motivations for starting horse riding, vaulting and carriage driving of people from ethnically diverse communities and those living in the most deprived lower super output areas.
- To understand the lived experiences of riders, vaulters and carriage drivers and non-riders, vaulters and carriage drivers from ethnically diverse communities and those living in the most deprived lower super output areas.
- To understand the involvement of people from ethnically diverse communities and those living in the most deprived lower super output areas in 'off the horse activities' to understand the wider perception they have about equestrianism and if they are aware of some of the off the horse opportunities.

### Research audience

Our key audience for this research is people (adults) from ethnically diverse communities and those living in the most deprived lower-level super output areas (according to IMD2019) and should include a blend of different demographics to help understand the drivers, potential motivations and barriers that exist for participating in equestrianism.

Initial thoughts on 'segmenting' the research audience from ethnically diverse communities and those living in the most deprived lower-level super output areas are detailed below, but agencies are welcomed to propose changes to this, if they feel it would better suit the project's objectives:

- **'advocates'** – those currently riding, vaulting or carriage driving/engaging in equestrian activity of some sort
- **'interested'** – those who are open to engaging in riding, vaulting or carriage driving
- **'apathetic'** – those who don't feel strongly one way or the other
- **'cynics'** – those who would never get involved in anything to do with equestrianism.

Within our target research audience we would also like a mixture of demographics:

- Gender, age, limiting disability/health condition
- Geographically, it may be prudent to explore a more urban/suburban focus and from people that live inside or outside a certain drive time from their nearest riding school. British Equestrian have a Riding Centre finder to help with this exercise:

<https://www.britishequestrian.org.uk/getInvolved/participation/where-to-ride>

### Methodology

It is recommended that the agencies propose the most appropriate methodological approach to meet the research objectives with the target audiences highlighted above.

In their proposals, agencies are invited to include a detailed explanation of why their approach is suitable and their track record in utilising similar approaches and researching the same audiences. Innovative ideas to meet the research objective are welcome.

### Partnership working

This project is expected to receive a lot of attention from other partners involved in the delivery of equestrian experiences across the UK, who would also benefit from the findings and recommendations. With this in mind, the BEF has consulted with a wide variety of member bodies and other organisations and they are keen to support this project to meet the research objectives.

### Key deliverables

As well as weekly project updates to the project lead at Sport Structures, it is anticipated that the key deliverables will include:

- a mid-project summary update
- a final detailed report including key findings and recommendations
- a final presentation, including key insights and recommendations
- vox pops/ film footage to 'bring to life' the findings
- detailed qualitative quotes, depicting the sentiment and language behind the insights
- a workshop with British Equestrian and partners to bring to life the research and consider collaborative next steps in co-creating new programmes.

### Timescales

The timescales for this project are to be confirmed, but illustrative timings are detailed below:

<b>Activity</b>	<b>Timing</b>
• Invitation to Tender process begins	Monday April 2022
• Deadline for questions from agencies	Wednesday April 13 2022
• Deadline for agency proposals	Noon on Friday 22 April 2022
• Shortlisting	Monday 25 April 2022
• Shortlisted agencies: stage 2 virtual presentation	w/c 25 April 2022
• Agency appointment	w/c 2 May 2022
• Kick off meeting and finalise approach	w/c 9 May 2022
• Fieldwork period	May and June 2022
• Interim summary of findings	End of June
• Presentation and workshop with BEF & partners	w/c 4 July 2022

### Tender requirements

The written tender proposal should include the following:

- Executive summary
- Introduction
- Approach to delivery of key requirements to answer the research methodology
- How you would reach the demographics we would like to engage with identified in the research audience, i.e. if you have access to them or need to go through some other agencies to access them.
- High quality deliverables that maximise the benefits of this project, helping BEF influence the wider sector and 'change the narrative' for equestrianism.
- Detailed breakdown and explanation of costs.
- Company credentials and case studies.
- Risk register (see below).



### Skills, competencies and experiences

We are open to bids from individual organisations and consortiums. The successful provider (s) will need to demonstrate skills and expertise in the following areas:

- Expertise in the development of quantitative and qualitative research methods
- Experience of undertaking perception and behavioural change research
- Credibility and expertise when researching audiences that may be non-traditional for equestrianism
- Ability to turn data into valuable insight to successfully drive change and inform policy
- Excellent communication skills, including project management, presentation and workshop delivery
- Experience in delivering high quality outputs from similar projects
- Enable a partnership culture of mutual respect, trust and support.

### Budget

The budget available for this work is £50,000, which includes VAT and project costs, e.g. travel expenses. Agency quotations should not go above this amount, but if they do, then a clear rationale for slight overspend against this budget is required. Agencies are invited to break down their costs, so we can understand the per interview cost, management costs etc.

### Risk register

Agencies responding to this ITT are encouraged to provide a risk register for this project, outlining the risks that may affect their ability to deliver the project, alongside scores for the likelihood and impact of each risk. Against the risks, a series of mitigating actions should be included in the proposal, demonstrating the ways in which the agency can reduce the impact and/or likelihood of each risk.

### Proposal selection criteria

For this project, agency proposals will be scored against the following criteria:

Criteria	Weighting
Understanding of the brief, including strategic importance	30%
Proposed methodology and demonstrable expertise in it	15%
Evidence of researching target audiences	15%
Project team	5%
Demonstrable expertise in providing actionable insights	20%
Value for money	15%

Proposals will be reviewed by the project lead, two members of BEF staff and a representative from our member bodies.

If shortlisted, the potential supplier will be invited to attend a virtual interview w/c 25 April 2022. The interview will comprise a 40 minute presentation, covering the main elements of the potential supplier's response to this ITT, and 20 minutes for questions from the panel. Interviews will last no more than one hour. Potential suppliers should indicate in their tender response whether they are available to attend during this week. If unavailable, an alternative date may be agreed the week beginning 2 May 2022.

On appointment, the successful organisation will be expected to attend an inception meeting with the project team w/c 9 May 2022.

The BEF reserves the right to change the tender process including the timetable, to reject any or all the proposals received, not to invite any tenderer to proceed further and not to provide any tenderer with additional information. Each potential supplier should identify any conflict of interest that would affect their submission.

## Additional information

The BEF is embarking on a significant amount of work focused on developing an E, D & I framework. As part of this work, we are looking to consult with staff to ensure we promote the culture of everyday inclusion and lead by example for our member bodies who sit under our wider equestrian banner.

Briefly, this strategic work will also be supplemented by a more tactical focus on the following areas:

- analysis to understand the strengths and weaknesses of BEF
- review of internal policies and procedures
- data gathering on activities and platforms
- developing recommendations and actions on how to improve diversify BEF across all levels of our organisation, including training requirements
- advice on our wider internal and external comms plans.

## Contact details

The project will be managed on behalf of the BEF by Richard Dando at Sport Structures. Richard will deal with enquiries and questions as well as being the key point of liaison on this project. Richard's contact details are:

t: 07391 010299

e: [richard.dando@sportstructures.com](mailto:richard.dando@sportstructures.com)

## Tender submission details

Tender submissions should be received by **12 noon on Friday 22 April 2022**. Tenders should be emailed to [Richard.dando@sportstructures.com](mailto:Richard.dando@sportstructures.com)

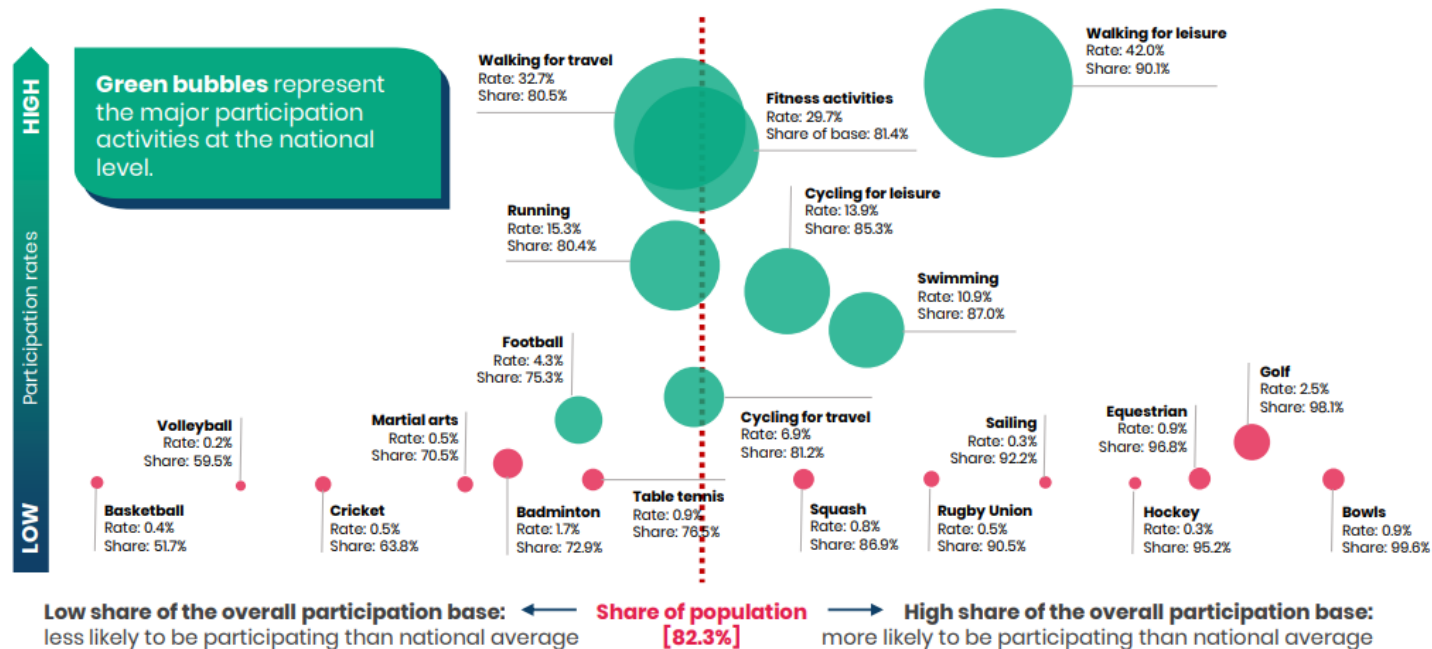
Confirmation of receipt will be sent.

Appendix: Sport England, Sport for All report, Jan 2020

## White British adults

**82.3% share of the adult population. Over-represented in walking for leisure, swimming and cycling for leisure relative to their population share.**

White British adults dominate the participation base of a significant number of other sports (e.g. bowls, golf, equestrian, amongst others), but are under-represented in others such as football, basketball, volleyball, and cricket.

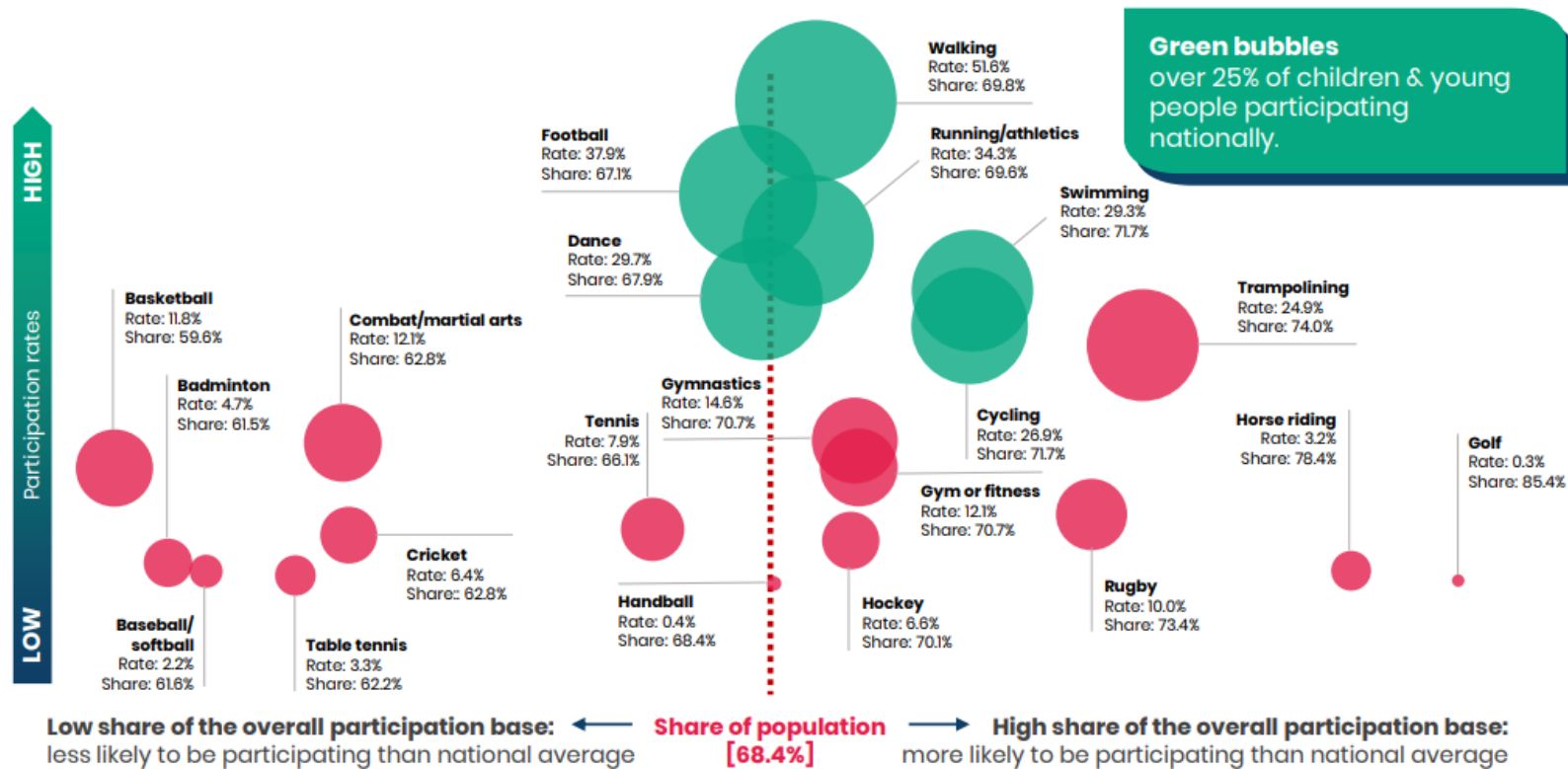


Source: Active Lives survey Nov 2016-18 (two years combined). Charts are a visual representation and not exactly to scale

# White British children & young people

**68.4% share of the 5-16 year old population. Over-represented in trampolining, swimming and cycling relative to their population share.**

Across other activities, White British children & young people are significantly over-represented in the participation base of golf, horse riding and rugby relative to their population share, but are under-represented in basketball, badminton, baseball, table tennis and cricket.

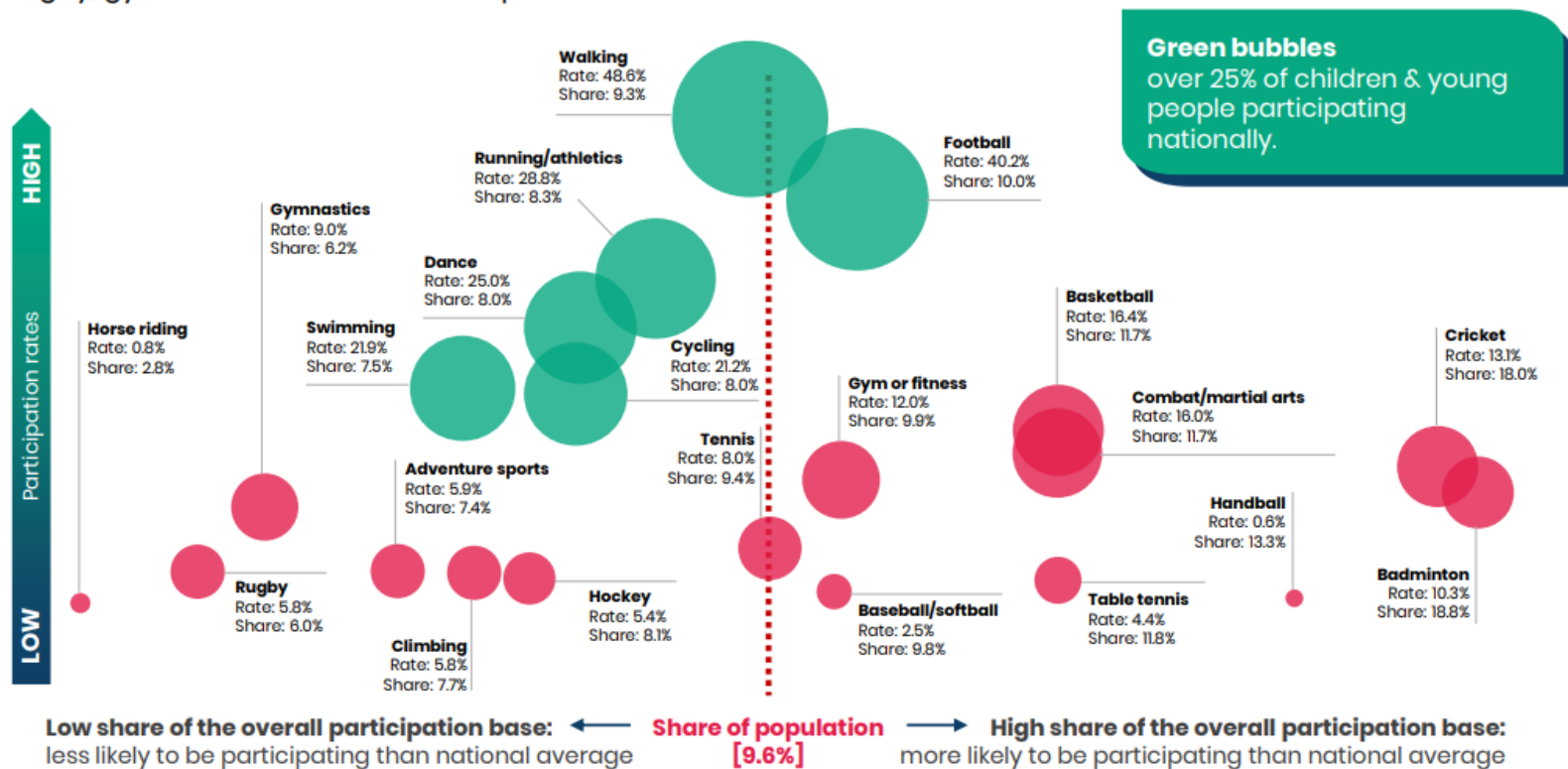


Source: Active Lives Children & Young People survey Nov 2017-19 (two years combined). Charts are a visual representation and not exactly to scale

# Asian children & young people

**9.6% share of the 5-16 year old population. Under-represented in swimming, cycling, dance and running/athletics relative to their population share.**

Asian children & young people are significantly over-represented in a range of other activities including badminton, cricket, handball and basketball. However, they are significantly under-represented in activities such as horse riding, rugby, gymnastics and adventure sports.

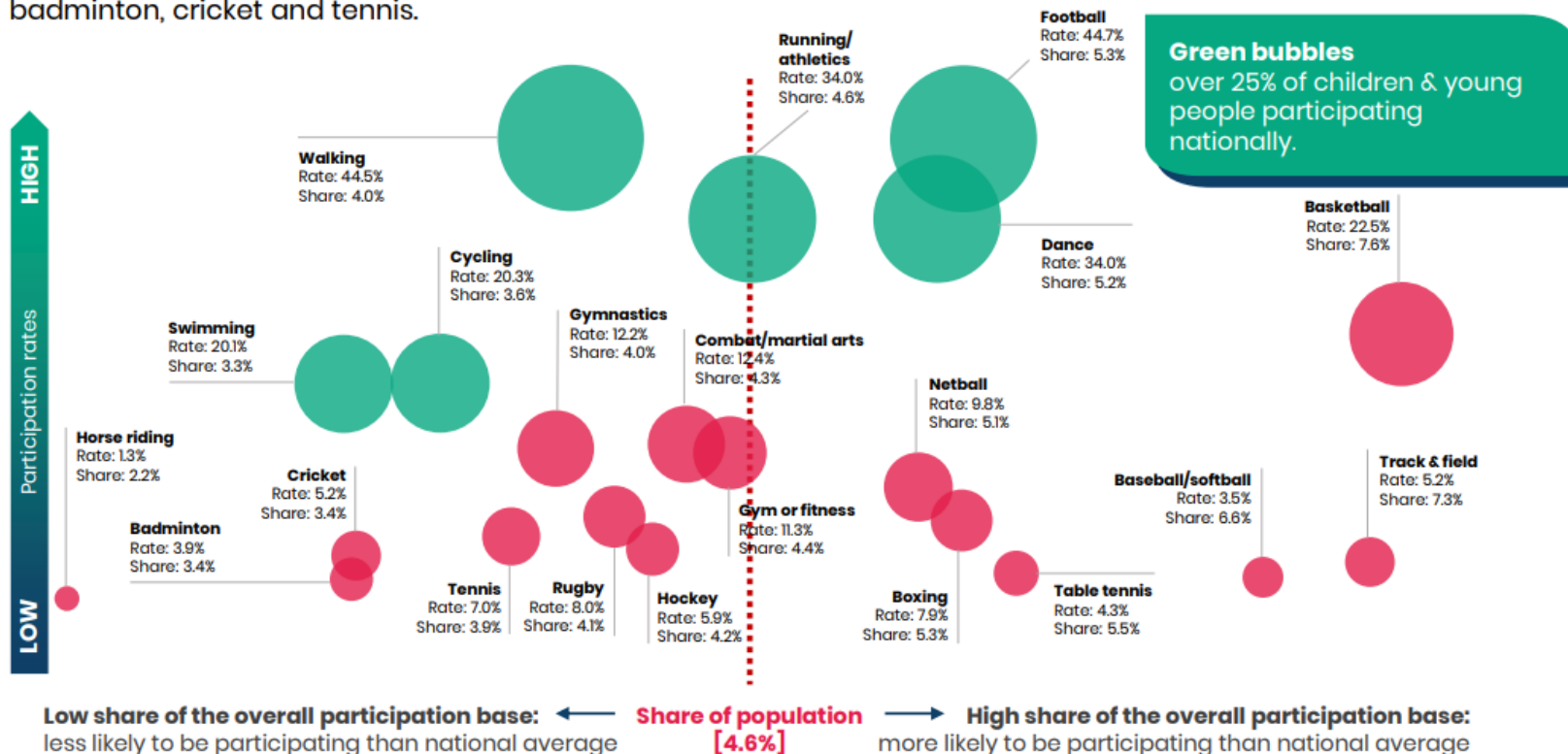


Source: Active Lives Children & Young People survey Nov 2017-19 (two years combined). Charts are a visual representation and not exactly to scale

# Black children & young people

**4.6% share of the 5-16 year old population. Over-represented in football and dance, but under-represented in swimming, cycling and walking relative to their population share.**

Black children & young people are significantly over-represented in a range of other activities including basketball, track & field and baseball. However, they are significantly under-represented in activities such as horse riding, badminton, cricket and tennis.

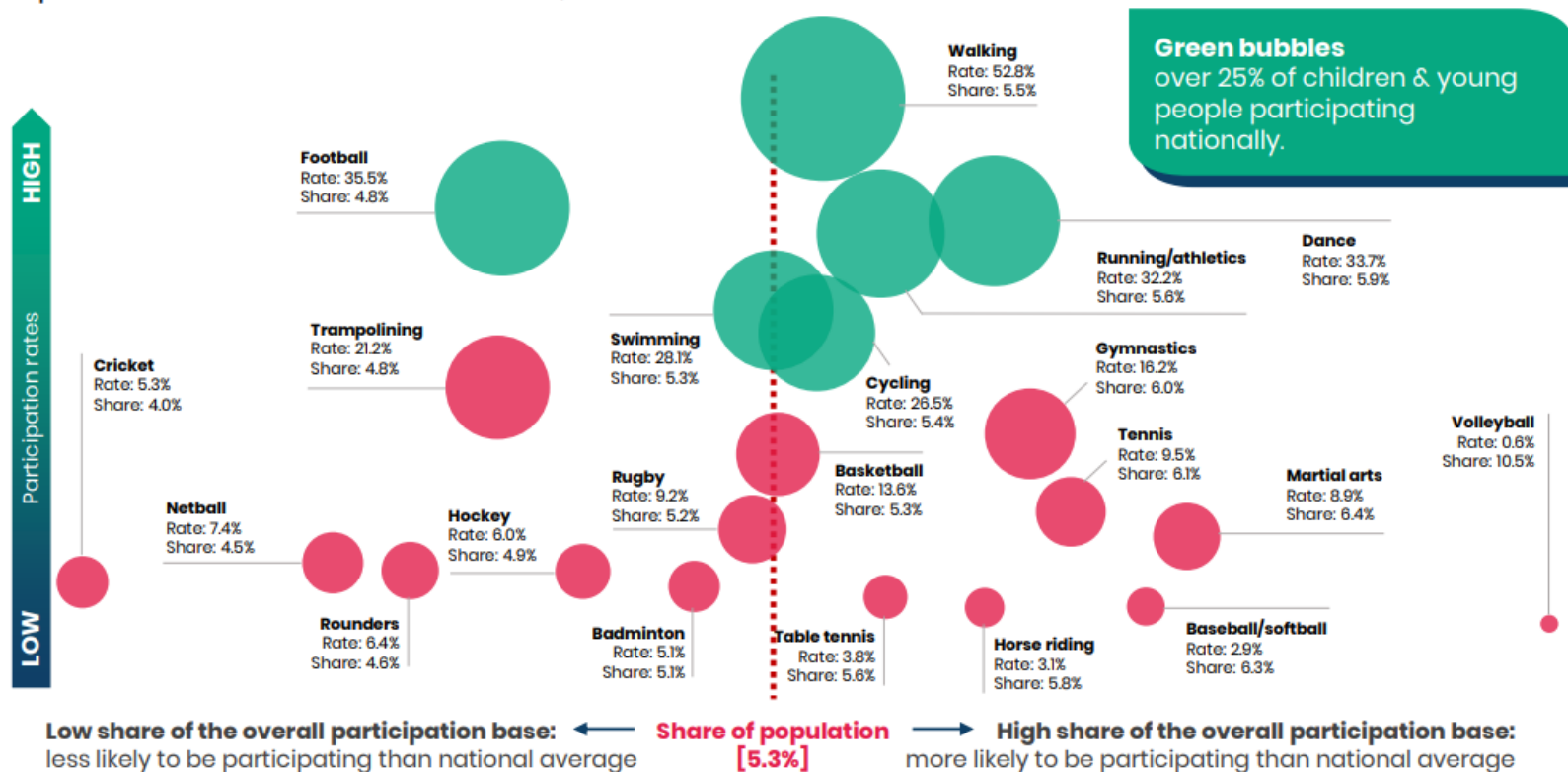


Source: Active Lives Children & Young People survey Nov 2017-19 (two years combined). Charts are a visual representation and not exactly to scale

## Children & young people from Other White ethnic groups

**5.3% share of the 5-16 year old population. Over-represented in dance and running / athletics, but under-represented in football relative to their population share.**

Children & young people from Other White ethnic groups are significantly over-represented in a range of other activities including volleyball, martial arts, baseball and tennis. However, they are significantly under-represented in activities such as cricket, netball and rounders.

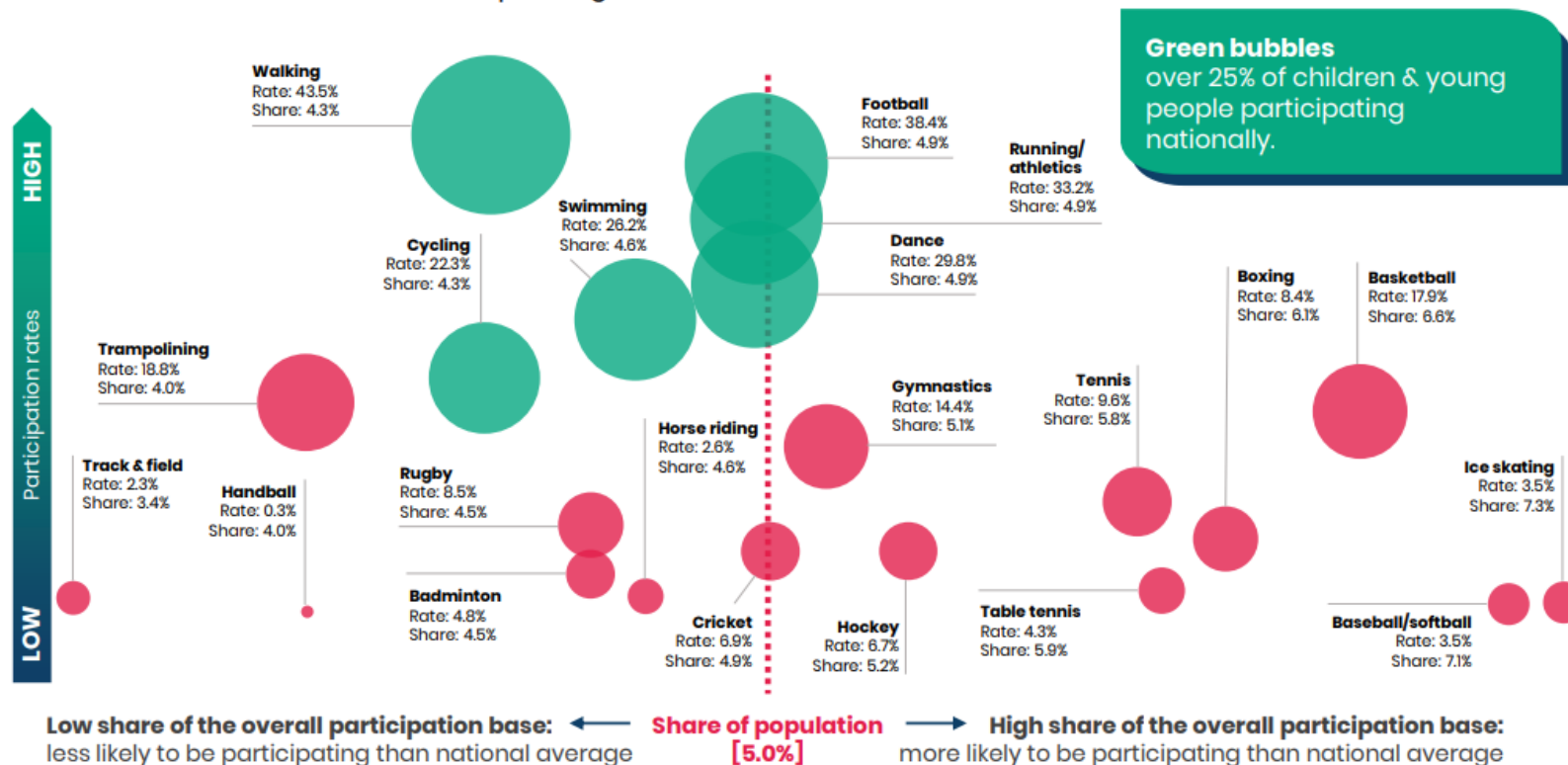


Source: Active Lives Children & Young People survey Nov 2017-19 (two years combined). Charts are a visual representation and not exactly to scale

# Children & young people from Other ethnic groups

**5.0% share of the 5-16 year old population. Under-represented in cycling, walking and swimming relative to their population share.**

Children & young people from Other ethnic groups are significantly over-represented in a range of activities including ice skating, baseball, basketball and boxing. However, they are significantly under-represented in activities such as track & field, trampolining and handball.



Source: Active Lives Children & Young People survey Nov 2017-19 (two years combined). Charts are a visual representation and not exactly to scale