

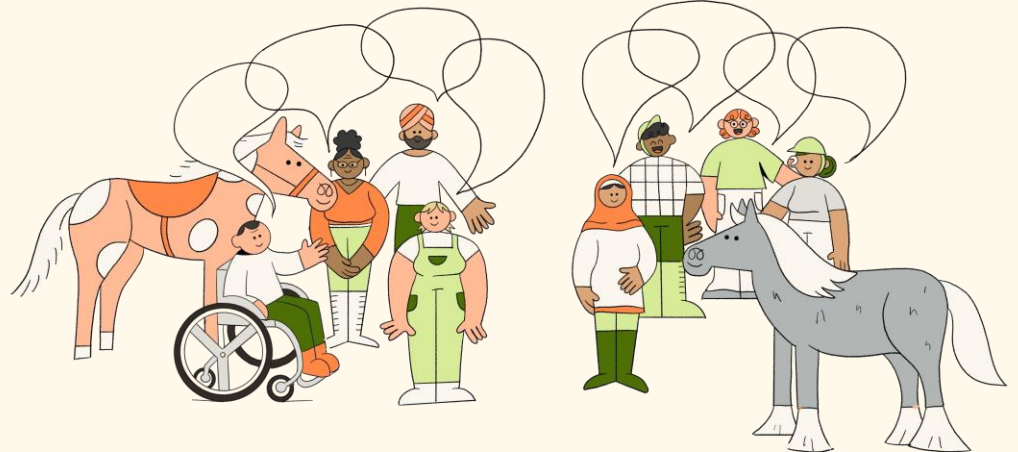
Equestrian Community Engagement Guide

A toolkit to foster inclusion

British
Equestrian



**SPORT
ENGLAND**



Our commitment

At British Equestrian and across the federation, it's our mission to create a culture of everyday inclusion, at every level, in everything we do, and giving every individual the opportunity to thrive.

Horses for All

In November 2023, we proudly launched our [Horses for All](#) strategy, put together by a federation-wide working group, and produced a roadmap, which we use to shape our work in delivering our commitment to making equestrian activities accessible for all.

Why is inclusion important for equestrianism?

Everyone deserves the opportunity to experience the incredible, wide-ranging mental, physical and social benefits the equestrian community has to offer – from building a bond with a special horse and connecting with others who share a passion, to being active in green spaces, developing new skills and growing in confidence.

See our [social value research](#) to discover the vast range of benefits of equestrian activity.

However, these benefits are only truly meaningful if they are accessible to all, regardless of background, identity or ability.

To be an inclusive centre means creating a welcoming environment, where everyone feels valued, supported to engage, and can experience the joy of being around horses. Our [inclusive animations](#) provide an overview of why inclusion matters and how we can embed it in practice.



What is the Community Engagement Guide?

British Equestrian, British Horse Society, RDA and member bodies part of the Equity, Diversity and Inclusion (EDI) Working Group have developed this guide to improve accessibility and inclusion in equestrian centres across the UK.

The guide includes a self-led toolkit and action plan to help embed EDI in your centre and effectively embed the Horses For All Strategy values.

Who is the guide for?

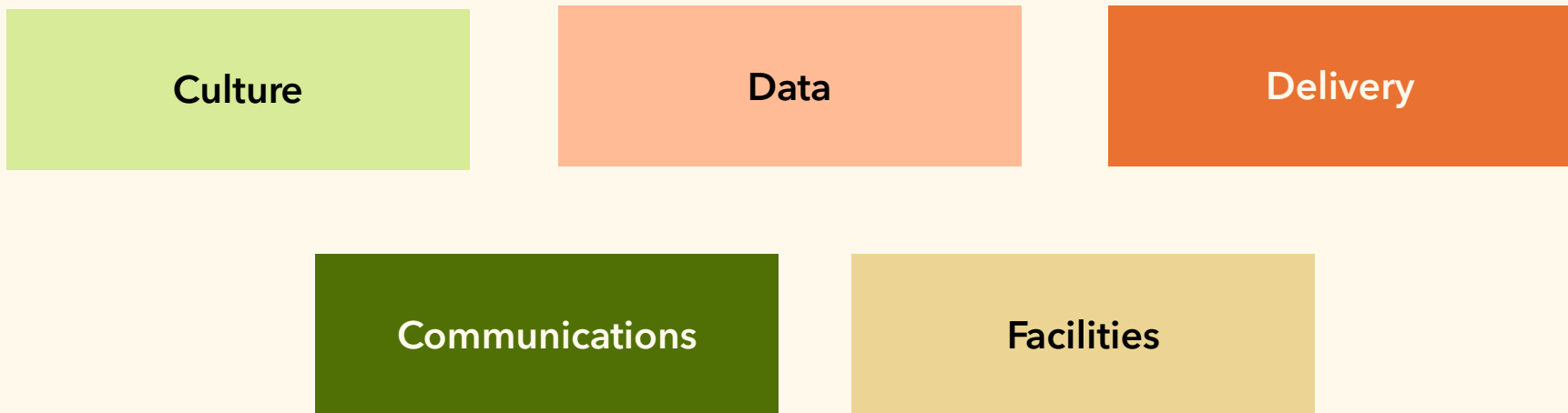
The guide has been created for use by all equestrian facilities, including centres, businesses and groups. These will all be referred to as '**centre(s)**' in this guide.

The term '**member(s)**' encompasses participants, employees, customers, freelancers, coaches, consultants, owners, officials, volunteers, spectators and anyone involved in the equestrian community.



How to use the guide

This guide provides advice for strategies and initiatives to create a welcoming and inclusive culture for all, covering different elements of day-to-day centre delivery. It is split into five overall themes:



Culture

Data

Delivery

Communications

Facilities

Each element includes a range of ideas or considerations your centre can work on, supported with top tips to help embed inclusion and accessibility in everything you do.

You can work through the guide at your own pace, evaluating what you already do under each theme and identifying areas for improvement. There are additional support, useful links and examples included throughout, so take your time and make use of the additional resources to expand your thinking in certain areas.

We encourage you to use the supporting action plan template to help you plan and record your progress.

Top tips



Culture

**How does your centre bring
inclusivity to everyday life?**

Top tips

- ✓ Make EDI visible through your values, policies and everyday actions.
- ✓ Create a welcoming environment where everyone feels respected and included.
- ✓ Engage staff and members in inclusive activities and learning.
- ✓ Continuously listen, learn and improve to meet the needs of your community.

EDI approach

- Make your commitment visible – a short **EDI statement** on your website is a great place to start.
- Share what inclusion means to your centre through your website, social media and newsletters.
- Create a policy to show your commitment and guide your team.

Check out the useful documents page for some helpful resources

Working with others

- Talk to your partners and sponsors about their approach to EDI.
- Share ideas and learn from each other.
- Work with organisations which align with your values.

Celebrating diversity

- Create opportunities for members to share their experiences.
- Mark **key awareness campaigns** throughout the year with small events or activities.
- Consider joining recognised programmes that reflect your commitments, such as Disability Confident, the Sunflower Scheme or White Ribbon.

Check out the useful documents page for some helpful resources

EDI champions

- Nominate someone in your centre to act as **EDI Champion** – they can promote equity and inclusion initiatives.
- Create a small group of staff, members or local community representatives to support this work.
- Have champions for different areas, such as LGBTQ+ inclusion or cultural diversity.

Learning and development

- Help members understand your centre's values, policies and expectations.
- Support staff with **EDI learning** – this could be informal or through structured training.
- Focus on areas where you'd like to grow and improve, such as disability inclusion or cultural awareness.

Check out the useful documents page for some helpful resources

Reporting concerns

- Ensure everyone knows **how to report** bullying discrimination or inappropriate behaviour.
- Have a code of conduct and clear, accessible policies for issues such as safeguarding and complaints.
- Keep records of concerns for learning and spotting patterns.

Check out the useful documents page for some helpful resources

Member engagement

- Get members involved through events, social media or themed activities.
- Offer a variety of inclusive, accessible opportunities and ask your members what they'd like to see.
- Recognise and thank those who support inclusion at your centre.



Useful documents

Click the links below or scan the QR codes to access a range of documents that will help you to make inclusivity part of your daily culture.



[RDA Learning portal](#)

View RDA's range of online courses and resources to develop your knowledge and build confidence.



[Safe to Play](#)

Access safeguarding advice for participants, coaches, parents and venues, plus learning and resources.



[EDI policy template](#)

Adapt this Acas template to create an EDI policy that works for your organisation.



[Diversity calendar](#)

Use this to celebrate key awareness campaigns throughout the year with small events or activities.



[British Equestrian's EDI policy](#)

View our equity and inclusion policy, which applies across the federation.

Data

What EDI data does your centre collect and how do you use it to shape decisions?

Top tips

- ✓ Keep it simple - you don't need lots of data to get started.
- ✓ Be clear about why you're collecting data and how it will be used.
- ✓ Always make data collection optional and explain how you'll protect people's information.
- ✓ Most importantly, act on what you learn - even small changes can make a big difference.

Understanding your workforce

- Collect **basic demographic information** about your staff to better understand the diversity of your team.
- Use this information to spot gaps in representation and think about how you might address them.
- Look across different roles, for example, does diversity change at more senior levels?

Check out the useful documents page for some helpful resources

Listening to member experiences

- Regularly **ask members for feedback** through surveys, conversations or suggestion boxes.
- Look at feedback alongside diversity data to understand difference experiences.
- Use what you learn to make improvements and how members their voices are being heard.

Getting to know your members

- Collect demographic information to understand who currently engages with your centre.
- Identify any underrepresented groups and consider how you might make your offer more accessible.
- Use simple templates and make sure you **follow GDPR and privacy guidance** when collecting and storing data.

Check out the useful documents page for some helpful resources

Reaching new audiences

- Use **local data** (such as census or council data) to understand the community around your centre.
- Compare this with your current membership to spot who might be missing.
- Create simple outreach ideas to engage those groups, perhaps link with your local Active Partnership for support.

Check out the useful documents page for some helpful resources

Useful documents

Click the links below or scan the QR codes to access a range of documents that will help you to make inclusivity part of your daily culture.



[Sport Structures: Power of workforce diversity](#)

Advice on how to build inclusion and innovation in the sport and leisure sector.



[Office of National Statistics](#)

Access data from the 2021 national census to help inform your decisions.



[GOV.UK: Data protection](#)

Read up on data protection legislation and how it should be used within your organisation.



[Active Partnerships](#)

A nationwide network for sport and physical activity – find your local Active Partnership and more.



[Demographic questions](#)

Our list of standardised questions helps you track who takes part, and who is missing from your audience.

Delivery

How inclusive is your centre's delivery and how do you support your members?

Top tips

- ✓ Inclusive delivery ensures activities are accessible, welcoming and adaptable to different needs and abilities.
- ✓ A varied programme, responsive coaching and member feedback help remove barriers to participation.
- ✓ Flexible pricing, financial support and accessible equipment can make a real difference to engagement.
- ✓ Staff training and strong partnerships support continuous improvement in inclusive practice.

Making your sessions inclusive

- Offer a **range of activities that are accessible** to as many people as possible.
- Think about different needs such as confidence levels, physical ability, cost or experience.
- Be flexible in session delivery so more people can take part and feel comfortable.

Check out the useful documents page for some helpful resources

Inclusive coaching and staff development

- Provide **training** so staff feel confident delivering inclusive sessions.
- Encourage **ongoing learning** around accessibility, inclusion and adapting activities.
- Appoint an **inclusion lead or champion** to support and review practice across the centre.

Check out the useful documents page for some helpful resources

Supporting different needs

- Create **tailored opportunities for different groups**, such as older adults, disabled people or LGBTQ+ members.
- Work in partnership with community organisations to better understand and support local needs.
- Be a **visible champion for inclusion** by actively welcoming and supporting underrepresented groups.

Flexible access and pricing

- Offer flexible payment options where possible to reduce barriers to participation.
- Consider discounts or concessions for groups such as students, retirees, disabled people or those on low incomes.
- Provide different ways to pay (not just card or cash) to make access easier.

Financial support

- Explore **small grants or bursaries** to support members who need extra help.
- Look at **external funding** sources, donations or community grants.
- Ensure information about financial support is clearly promoted to both current and potential members.

Check out the useful documents page for some helpful resources

Inclusive equipment and resources

- Provide equipment which supports a range of needs.
- **Share or recycle equipment** where possible to reduce costs.
- Encourage the **donation** of unused equipment and make sure people know that this option exist if they'd like to contribute.

Check out the useful documents page for some helpful resources



Useful documents

Click the links below or scan the QR codes to access a range of documents that will help you to make inclusivity part of your daily culture.



[Activity Alliance: Resources](#)

Guidance and resources to help you engage more disabled people in sport and activity.



[Funding and fundraising for centres](#)

British Equestrian's advice on funding applications, finding opportunities and more.



[Activity Alliance: Get Out, Get Active](#)

Explore reports, resources and toolkits below to learn more about GOGA's lasting legacy.



[Active Alliance: Equipment](#)

A guide to ensuring that your equipment is accessible and meets the needs of all users.

Communications

**Are your centre's communications
accessible, welcoming and
representative of everyone?**

Top tips

- ✓ Use a variety of accessible channels so everyone can stay informed and engaged.
- ✓ Ensure imagery and content reflect the diversity of your community.
- ✓ Communicate clearly and respectfully using inclusive language.
- ✓ Regularly review and improve based on member feedback.

Reaching everyone

- Use a **mix of communication channels** – website, social media, email, newsletters and printed materials.
- Ask member how they prefer to receive information.
- Work towards making all communications accessible, including your website.

Check out the useful documents page for some helpful resources

Inclusive language

- Use **clear, respectful language** across all communications.
- Stay up to date with appropriate terminology and be open to learning terms.
- Encourage open conversations with members about language and lived experience.

Check out the useful documents page for some helpful resources

Social media

- **Share content in an accessible way** such as adding captions to audio, clear visuals and simple language.
- Promote inclusion throughout the year with awareness campaigns and celebrations.
- Actively monitor platforms and address any negative or inappropriate behaviour.

Check out the useful documents page for some helpful resources

Inclusive imagery

- Use images which reflect a wide range of people and experiences.
- Ensure different groups can see themselves represented in your content.
- Feature your own members to reflect your real community.

Useful documents

Click the links below or scan the QR codes to access a range of documents that will help you to make inclusivity part of your daily culture.



[Activity Alliance: Inclusive Communication](#)

Employ effective, inclusive and accessible communications in your organisation.



[Social media checklist](#)

Use British Equestrian's checklist to ensure your social media posts are as inclusive as possible.



[How to build an inclusive website](#)

Ensure your organisation's website meets accessibility standards.



[Inclusive language guide](#)

The British Horse Society's guidance on inclusive language and terms.

Facilities

**Are your centre's facilities inclusive
and accessible to everyone?**

Top tips

- ✓ Think about the whole journey, from arrival to departure.
- ✓ Regularly review buildings and spaces to identify and remove physical barriers.
- ✓ Provide inclusive toilet, changing and catering facilities to meet diverse needs.
- ✓ Use feedback and ongoing improvements to create a welcoming, accessible environment.

Centre location

- Check how easy it is for people to reach your centre. Consider factors such as vehicle access, wheelchair and pushchair access and public transport.
- Work with your Local Authority to make improvements where possible.

Check out the useful documents page for some helpful resources

Venue accessibility

- Review the **accessibility of your centre**, including parking, entrances, lifts, doorways, lighting, signage and sound.
- Ask members for feedback and make changes.

Check out the useful documents page for some helpful resources

Toilets and changing facilities

- Ensure **toilet and changing areas are accessible** and meet a range of needs.
- Provide a mix of facilities where possible, including gendered, gender-neutral and fully accessible options.
- Small changes such as **improved signage or privacy dividers** can make a big difference.

Check out the useful documents page for some helpful resources

Catering and refreshments

- Offer food and drink options that meet different needs, such as vegetarian, vegan, gluten-free, kosher and Halal.
- If you can't provide these, look at sourcing them externally.
- Clearly display allergen information and keep it up to date.

Check out the useful documents page for some helpful resources

Useful documents

Click the links below or scan the QR codes to access a range of documents that will help you to make inclusivity part of your daily culture.



[Activity Alliance: Creating accessible place and spaces](#)

Practical and cost-effective solutions to create welcoming and accessible environments.



[Guidance on foods for religious faiths](#)

A guide to understanding the food restrictions for different religious faiths.



[Sport England: Accessible and inclusive sports facilities](#)

A framework to help you meet the needs of likely users of your facilities.



[GOV.UK: Food allergen guidance](#)

Guidance on providing allergen information and best practice for handling allergens



[Sport England: Changing and toilet provision](#)

Design guidance to help increase your awareness of good design that's accessible.

Useful links



Equestrian

British Equestrian - Equity and diversity

British Equestrian affirms its full commitment to equality of opportunity across age, sex, gender, disability, race, religion or belief, sexual orientation and gender reassignment – for all participants, staff, coaches, officials and volunteers – and has launched its “Horses for All” diversity & inclusion initiative and action plan to make equestrianism genuinely accessible.

British Equestrian - Safe to Play

Report a safeguarding concern to British Equestrian.

British Horse Society - Everyone Welcome

The British Horse Society’s Everyone Welcome initiative commits to making the equestrian community inclusive and welcoming to people of all backgrounds, abilities, cultures and identities.

RDA

The RDA uses horses to provide life-changing activities and support for disabled children and adults across the UK.

The Pony Club - Equality and diversity

The Pony Club affirms its commitment to ensuring that everyone—regardless of age, gender identity, disability (visible or non-visible), neurodiversity, sexual orientation, socio-economic background, race or religion—is offered real and equal opportunity to take part and feel respected in pony club sport and activities

British Dressage - Equality, diversity and inclusion

British Dressage is fully committed to ensuring the sport of dressage is accessible to all – actively promoting equality of opportunity and rejecting unfavourable treatment on any grounds (age, sex, gender, disability, race, religion or belief, sexual orientation, gender reassignment, etc) across all roles and levels

Safeguarding

NSPCC Sport

NSPCC works with UK sport bodies to help sporting organisations embed robust safeguarding and welfare cultures so that children and young people can enjoy sport safely.

Ann Craft Trust

The Ann Craft Trust is a UK national charity dedicated to preventing and addressing abuse of adults and disabled children by providing training, research, auditing and policy support to organisations and professionals.

Children and young people

Youth Sport Trust

The Youth Sport Trust is committed to embedding equality, diversity and inclusion across all its work—blending formal EDI policies with programmes such as INCLUDE 2028 and Inclusion 2024 to ensure that every young person, including those with SEND and from marginalised backgrounds, can participate fully in sport and physical activity.

Sported

Sported distributes funding to grassroots sport for social purpose, focusing on inclusive programmes that reach under-represented groups such as women and girls, people with disabilities, racially diverse and LGBTQ+ communities, and provides a streamlined, barrier-reducing grant-making process to enable organisations to deliver equitable access.

Action for Children

Action for Children is committed to equality, diversity and inclusion across its services, workforce and campaigns—striving to remove discrimination, represent our diverse communities, and embed anti-racist practice as part of its core values.

Workforce

National Council of Voluntary Organisations

NCVO is the membership body for the voluntary sector in England, providing support, guidance, training and advocacy to thousands of charities and community organisations so that they can make the biggest possible difference.

UK Coaching

They provide an online e-Learning module called “Inclusive Activity Programme”, designed to increase understanding of how to make sport and coaching more inclusive.

They also published a guide: “A Guide to Diversity”, which explains diversity, intersectionality and practical application for coaches.

CIMSPA

CIMSPA is committed to promoting an inclusive and diverse workforce and sector, with a formal Equality, Diversity & Inclusion statement, inclusive-recruitment resources and endorsed professional standards to support inclusive practice across sport and physical activity.

Equestrian Employers Association

The EEA supports the equestrian industry in striving for “good employment”, helping employers establish inclusive, compliant workplaces, which aligns with wider sector efforts to foster diversity and fairness.

British Grooms Association

The BGA is committed to equality, inclusion and diversity – pledging that “all grooms are welcome” and publishing an Equality Policy that recognises the need to actively encourage a more diverse equestrian-yard workforce.

Disability

Activity Alliance

Activity Alliance is the UK's national charity leading the drive for disability inclusion in sport and physical activity – providing training, resources, research and programmes so that disabled children and adults are fully involved and welcomed.

National Disability Sport Organisations

Activity Alliance provides access to seven specialist national bodies for disabled people's sport – ensuring that people of all ages, with a range of impairments, can find the right support, activities and clubs to be active and included.

Access Sport

Access Sport's mission is to make inclusion the norm in community sport by tackling the access barriers faced by disadvantaged and disabled young people – training, equipping and supporting clubs and volunteers to deliver inclusive programmes.

Disability Rights UK - Promoting physical activity to disabled people

Disability Rights UK champions the right of disabled people to have inclusive access and embedding co-production so that disabled voices lead in design and delivery.

Scottish Disability Sport

Scottish Disability Sport promotes inclusive participation by supporting, training, and guiding clubs and athletes with physical, sensory, or learning disabilities to ensure sport in Scotland is welcoming to all.

Disability (continued)

Disability Sport Wales

The lead organisation for disability sport and physical activity in Wales, supporting inclusive opportunities for disabled people, helping sports organisations improve their inclusion, and developing pathways for talented para-athletes

Disability Sport NI

Disability Sport NI (DSNI) champions the full inclusion of disabled people in sport and active recreation across Northern Ireland – working to ensure they have equal opportunities to participate, compete and excel.

Neurodiverse Sport

Neurodiverse Sport (NdS) drives inclusion by offering community-based workshops and tools designed to help coaches, clubs and organisations adapt sport activities so that neurodivergent people can fully participate and thrive

Ethnic diversity

Sporting Equals

Sporting Equals is a UK charity dedicated to promoting race equality and inclusion in sport and physical activity – working to ensure that ethnically diverse communities are represented, welcomed, and have equitable participation at all levels.

Muslim Sport Foundation

The Muslim Sports Foundation empowers British Muslim communities through sport and physical activity by breaking down barriers and fostering inclusive opportunities for equal access and participation.

Asian Sport Foundation

Asian Sports Foundation (ASF) promotes inclusion by increasing participation of ethnic-minority and Asian communities in sport and physical activity, supporting organisations with training and resources, and driving equality of opportunity in the UK sporting landscape.

LGBTQ+

Pride Sports

Pride Sports champions inclusion by working to challenge homophobia, biphobia and transphobia in sport—improving access and creating welcoming, safe environments for LGBTQ+ people in physical activity.

Gendered Intelligence

Gendered Intelligence (UK) is a trans-led and trans-involving charity working to increase understandings of gender diversity and improve the lives of trans, non-binary and gender-questioning people – offering training, consultancy and inclusive services for organisations and individuals.

LEAP – Sports Scotland

LEAP Sports Scotland works to advance inclusion for LGBTI-people in sport – striving to dismantle the social, structural and personal barriers that stop lesbian, gay, bisexual, transgender and intersex individuals from accessing, participating in and excelling at Scottish sports.

Women and girls

Women in Sport

Women in Sport is committed to ensuring that no woman or girl is excluded from the joys and lifelong benefits of sport, actively addressing gender inequality by influencing policy, offering solutions and collaborating with the sector to create change.

Women's Sport Trust

The Women's Sport Trust works to make women's sport more visible, viable and unstoppable by promoting diverse female role models, enabling access to opportunity and driving equity across all levels of sport.

Low socio-economic groups

StreetGames

StreetGames is a UK charity dedicated to bringing sport and physical activity to young people in underserved and low-income communities, guided by a strong commitment to equality, diversity, inclusion and belonging

Street League

Street League uses sport and education to drive inclusion by working with young people aged 16-30 from disadvantaged communities, helping them overcome barriers and access secure employment – including a dedicated focus on increasing female participation and embedding diversity & inclusion in its internal culture.

Member bodies



[Learn more about our
member bodies](#)



British Equestrian is made up of 20 member bodies, each of which is an equestrian organisation in its own right.

Between them, they represent over 280,000 people with a wide range of equestrian interests, from elite competitive sports to trade and leisure activities.

Our member bodies can provide access to information, guidance and resources around areas such as inclusion, safeguarding, welfare, participation and good governance.

They host workshops, webinars, CPD, connection opportunities and resources to help organisations develop their volunteers, coaches and workforce.