
COACH CONTINUOUS PROFESSIONAL DEVELOPMENT AND QUALIFICATIONS MAPPING – INVITATION TO TENDER

August 2022



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British Equestrian – invitation to tender

Project Title: Coach continuous professional development (CPD) and qualifications mapping

Key Stakeholder/s: BEF and Member Bodies, UK Coaching and CIMSPA

Invitation to Tender: British Equestrian (BEF), on behalf of our member bodies, is seeking a suitably experienced organisation to undertake research and mapping services to outline the skills and expertise provided by each of the coaching qualifications currently in place. It is anticipated that the contract will commence in October 2022 and be completed by January 2023.

Date: 26 August 2022

Introduction

British Equestrian 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. We exist to provide leadership, vision, and purpose in steering the direction of equestrianism.

British Equestrian 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, we are the largest representative body within the equestrian industry.

As a National Governing Body, British Equestrian works on policy issues with the FEI. We coordinate 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, we play an active role in representing the common interests of our 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.

Our members can be found here: <https://www.britishequestrian.org.uk/about-us/member-bodies>

Project outline

This project is intended to map the skills and expertise required and provided by each of the coaching qualifications we have, plus the systems and processes we or our member bodies must approve, recommend and track additional learning for our coaches.

By a coaching qualification we mean an assessed and certificated learning programme that qualifies the successful coach to practice as a coach in a particular activity. For the purposes of this projects, we are only interested in Equestrian Coaching Qualifications from our British Equestrian member bodies and horsescotland.

By Continuous Professional Development (CPD) we mean those learning opportunities that enable a coach to gain new knowledge and understanding on a technical, interpersonal, or intrapersonal level. These learning opportunities are provided by or approved by us or our member bodies, or by key stakeholders and strategic partners beyond (e.g. CIMSPA, UK Coaching, etc). They may not be assessed and do not include compliance learning such as safeguarding and first aid.

Strategic rationale

Coaching, coach development and coaching qualifications are an essential part of our work at British Equestrian and across our federation member bodies and home nations. We provide the secretariat to the Coach Development Action Team (CDAT) comprised of coaching lead officers from our member bodies and home nations.

We collaborated with the members of CDAT to produce our cross-federation coaching strategy, '[Culture, Clarity, Profile and Value](#)' which provides the context for this mapping brief.

Our Coaching Strategy defines our coaches as:

“Someone who develops a participant’s skills, knowledge, and confidence to improve their experience in any equestrian activity by providing specialised support and guidance, who meets individual needs, goals, and aspirations and who puts the welfare of the horse at the centre of what they do.”

The strategy also defines the participant groups our coaches work with:

- Riders up to the age of 12 of all abilities, from learning to ride, to training and competing.
- Teenagers of all abilities, from learning to ride to riding for pleasure, training and competing outside of talent programmes.
- Adult participation riders over the age of 18 of all abilities, from learning to ride to riding for pleasure, training, and competing for personal wellbeing and personal goals at a range of levels.
- Adult competitive riders over the age of 18, with a focus on being competitive against others. These riders will train with the aim of competing successfully and moving up the levels.
- Performance development riders who are identified for the talent pathway programme and squads, working towards senior high performance.
- High-performance riders who are selected to represent their country.

The mapping activity will provide an underpinning basis to deliver the actions in the strategy which will ensure that British Equestrian and our member bodies provide an improved, more relevant, clear, and consistent service to our coaching workforce, ultimately resulting in improved outcomes for horses and humans alike.

In particular, understanding the CPD requirements our member bodies have for coaches, connect these requirements with the attributes and behaviours in the CIMSPA professional standards and harmonise the continuous professional development across the federation. Ultimately it will help coaches make the most of what is on offer while identifying where we have gaps in our offer. The analysis should also help us to relate our CPD opportunities and learning outcomes to the requirements of coaching qualifications and so understand where the CPD gaps may be in helping coaches to progress through qualifications. The information gleaned will also help to raise awareness and understanding of the learning opportunities available through our member bodies and across our landscape and raise opportunities for collaboration and sharing resources.

What we currently know

We are blessed with a large range of coaching qualifications and pathways for coaches in our sport, all of which occupy a unique position in our market. We have completed a mapping exercise to lay out the pre-requisites for each qualification and the technical competencies required. In Equestrian Sport the awarding bodies for coaching qualifications are BHS Qualifications, 1st4Sport and SQA (Scottish Qualifications Authority).

We are also blessed with a range of CPD learning opportunities provided by an array of providers. These providers are a mix of our member bodies, external training organisations, and individual riding centres, coaches, and riders themselves.

In 2019 our coaching survey found:

- 94% of respondents did have formal coaching qualifications of which 71% had British Horse Society qualifications.
- 97% of grassroots coaches coach more than one discipline.
- The main barriers to coaches taking qualifications and engaging in CPD are time, cost and location.
- 90% of respondents coach within an affiliated centre.
- 77% of respondents coach freelance.
- 27% of respondents were planning on taking qualifications in the following year.
- 92% of coaches were interested in technical content CPD.
- The three formats for CPD preferred by respondents were:
 - Conferences / observation of coaching – 63.5%
 - Workshops – 58.2%
 - Receiving coaching from others – 56.7%

A copy of the Coaching survey report can be found [here](#).

Research objectives

This project is important to BEF and Member Bodies as it will help to provide clarity and alignment for what could be seen as a potentially confusing picture for existing coaches and those interested in starting a career in coaching. As such, the BEF would like this project to achieve the following:

- Map current CPD requirements of our member bodies for coaches.
- Map the processes and systems our member bodies use for approving, tracking, and recommending CPD for coaches.
- Opportunities across the federation.
- Where possible, categorise the current CPD opportunities according to:
 - Supporting the horse
 - Supporting the rider
 - Interpersonal skills
 - Intrapersonal skills
- Where possible, identify categories of learning opportunities where there are lower levels of provision.
- Make recommendations for a common process and approach to CPD and how learning can be recognised across the member bodies.
- Map the skills, attributes, and behaviours in the CIMSPA Professional Standards for coaches and make recommendations for how our learning can help coaches achieve Professional Standards including any learning areas we may need to bring into our offer.
- Make recommendations on how transitions between qualifications pathways and member bodies might be simplified to provide greater clarity on opportunities to upskill at all stages of the coach's development process, regardless of the level they are at.
- Map our current portfolio of qualifications across the federation and what each qualification delivers.

The qualifications for this mapping are:

Member Body	Coaching qualification	Website reference
Association of British Riding Schools	Certificate in Coaching – Level 1, Level 2 and Level 3	https://www.abrs-info.org/education/certificate-in-equestrian-coaching/
British Carriage Driving	Equestrian Coaching Certificate (Driving) - Level 2 and Level 3	https://www.britishcarriagedriving.co.uk/index.htm
British Dressage	British Dressage Coaching Certificate – Level 2 and Level 3	https://www.britishdressage.co.uk/get-involved/education-and-courses/coaching-qualifications/british-dressage-coaching-certificate/
British Eventing	British Eventing Coaching Certificate – Level 2 and Level 3	https://www.britisheventing.com/train/coaches/becc-ukcc-endorsed
British Horse Society	Stage 2 Coaching (Unit 4), Stage 3 Coaching (Unit 5), Stage 4 Coaching Eventing (Unit 7), Stage 4 Coaching Dressage (Unit 8), Stage 4 Coaching Show Jumping (Unit 9), Performance Eventing Coach (Section 4: Coaching), Performance Dressage Coach (Section 4: Coaching), Performance Show Jumping Coach (Section 4: Coaching)	https://pathways.bhs.org.uk/career-pathways/coaching-pathway/
British Reining	British Reining Western Coaching Certificate – Level 1, Level 2 and Level 3	https://www.britishreining.co.uk/
British Showjumping	British Showjumping Coaching Certificate – Level 2 and Level 3	https://www.britishshowjumping.co.uk/training/British-Showjumping-Coaching-Certificate-BSCC-UKCC
Endurance GB	Endurance Coaching Certificate – Level 2 and Level 3	https://egb.myclubhouse.co.uk/Cms/Spaces/DEVELOPMENT/Coaching
The Pony Club	Coaching Certificate – Level 1, Level 2 and Level 3	https://pcuk.org/coaches/coach-training/the-pony-club-coaching-certificate-pccc/
UK Polocrosse	Polocrosse Coaching Certificate – Level 1, Level 2 and Level 3	https://ukpolocrosse.co.uk/

Previous research

While developing the coaching strategy with our member bodies, British Equestrian conducted a comprehensive coaching survey. The results from this informed and underpinned the direction of the strategy. The results are published and available to view [here](#).

Partnership working

The work involved will require you to work with British Equestrian and our relevant member bodies. You may also need to work with other partners such as UK Coaching, CIMSPA and other National Governing Bodies to compare and draw best practice.

Skills, competencies, and experiences

We are open to bids from individuals, organisations and consortiums who have experience in the environment of coaching, coach development and coaching qualifications. Familiarity with the equestrian landscape would be beneficial but not necessarily essential. They must be able to map, review and make recommendations impartially, sensitively and without bias.

The project will be desk research so the consultant should be able to research and compile the information from that which is currently available across the BEF Member Body websites and those of other relevant partners such as UK Coaching and CIMSPA.

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.
- Ability to turn data into valuable insight and make recommendations to successfully drive improvements.
- Excellent communication skills, including project management and presentation.
- Experience in delivering high quality outputs from similar projects.
- Enable a partnership culture of mutual respect, trust, and support.

Deliverables

You will provide regular updates on progress and challenges faced throughout the work to British Equestrian. All relevant member bodies might need to be involved throughout the project. On the conclusion of the work, you will present your findings and recommendations to British Equestrian in a written report and presentation, along with a presentation to the member bodies and the Coach Development Action Team.

Timescales

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

Activity	Timing
• Invitation to tender process begins	26 August 2022
• Deadline for questions from agencies	09 September 2022
• Deadline for agency proposals	16 September 2022
• Shortlisting	19 September 2022
• Shortlisted agencies presentation	26 September 2022
• Agency appointment and kick off meetings	w/c 3 October 2022
• Finalise approach	by 12 October 2022
• Project work period	12 October 2022 to December 2022
• Presentation of findings and recommendations to BEF	w/c 12 December 2022
• Final presentation of findings and recommendations to BEF and Member bodies at CDAT	w/c 23 January 2023

Timescales for completing the work will be negotiated with the successful tendering party. We do not expect it to take longer than eight weeks to complete from the initial meeting. This would allow for a draft report to be submitted to British Equestrian after 8 weeks for feedback prior to a presentation of the findings to the members of CDAT at the January meeting.

Tender Requirements

The written tender proposal should include the following:

- Summary.
- Introduction.
- Approach to delivery of key requirements to answer the research methodology.
- High quality deliverables that answer the strategic and research objectives.
- Detailed breakdown and explanation of costs.
- Company credentials and case studies.
- Risk register (see below).

Budget

The budget available for this work is c£12k which includes VAT and project costs e.g. travel expenses.

Agency quotations should not go above this amount, but if they do a clear rationale for the overspend against this budget would be required. Agencies should provide a clear breakdown of the costs to show how the cost is calculated.

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 sector context	20%
Proposed methodology and demonstrable expertise in it	20%
Project team	10%
Demonstrable expertise in providing insights aligned to coach development and qualifications membership / accreditation programmes	20%
Risk register and mitigating actions	10%
Value for money	20%

Proposals will be reviewed by David Padgen, project lead and BEF Participation Officer, Mandana Mehran Pour, BEF Head of Participation and Adam Hughes, BEF Strategic Lead for Relationships.

If shortlisted, the potential supplier will be invited to attend a face to face or virtual interview on 23 September 2022. The interview will comprise a 30-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 on this date. On appointment, the successful organisation will be expected to attend an inception meeting with the project team as early as possible in w/c 26 September.

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.

Questions

Please submit any questions via Shortstack on this link: <https://m.shortstack.page/fXVxn0>

Contact details

The project will be managed by David Padgen, the BEF Relationship Officer with lead responsibility for coaching. David will deal with enquiries and questions as well as being the key point of liaison on this project.

Contact details:

M | 07495 612929

W | david.padgen@bef.co.uk

Deadline for tender submissions

Please submit your tender submission to david.padgen@bef.co.uk by 12noon on Friday 16 September 2022.