

Guide on how to run...

A Pleasure/Fun Ride

Overview	<p>To give riders the opportunity to ride out safely in an area that they would not normally ride. This can include National Trust Estates, privately owned estates, farmland, beaches, public rights of way or similar.</p> <p>Events of this type have been safely and successfully run with over 100 participants.</p> <p>A Pleasure Ride - doesn't usually include jumps. A Fun Ride – participants might expect there to be jumps.</p> <p>Poorly run rides can have a detrimental impact on the BHS and the public's perception of bridleways and byways use by riders. Be aware that, after the event, your ride may be reviewed on social media so make sure your ride is one that celebrates and improves relationships with landowners and the public.</p> <p>This guide should be read in conjunction with the broader Guide to Running Events for the British Horse Society.</p>
PLANNING YOUR RIDE	
The Route:	<p>You will need a route that will take around 2 - 3 hours to complete which will be approx. 10-15 miles in length, however, shorter rides on ground not usually accessible can be popular, as can a longer ride with an option shortcut for those who want something less challenging or those on a lead rein. If you need help with sourcing a suitable route, speak to your local Access Volunteers, your Access Field Officer, the Access Department or your Regional/National Manager.</p> <p>If jumps are included in the ride, each jump should be safety checked. Where jumps are in a boundary, check for wire in and above them, and that take-off and landings are sound.</p>
Liaison with Landowners:	<p>Contact all landholders on the route, and adjacent if the route is on/along a boundary.</p> <p>This should be at least a month before the event. It is recommended that you repeat contact a week before and a day before because in farming, situations can change, and the ride must be able to accommodate these changes.</p> <p>You do not need landholder's permission to use bridleways, byways or roads, but you should check that the ride will not coincide with their own activities which could be disruptive, e.g. silage-making or other harvest, cultivation, spraying, hedge-cutting, shooting, bird-scarers, shearing, TB testing.</p> <p>You <u>must</u> have landholders' permission for waymarking, marshalls, checkpoints or refreshment stops.</p>

	<p>Ask whether gates may be tied back for the duration of the ride, or whether animals can be moved out of fields on the route (do not assume this is possible, there are many reasons why it may not be), or whether the ride can take an alternative route by permission off bridleways or byways if that would be better to avoid livestock or gates or wet ground.</p> <p>Ideally walk the route with the landholder. This is an opportunity to ensure the route is available, that it is not overgrown or has collapsing rabbit holes when there may still be time to act. If overgrown, natural vegetation from the surface is the responsibility of the council, overhanging vegetation and hedges are the responsibility of the landowner. If work is needed which is within the scope of volunteers, offering to help will increase the chance of the work being done in time (see BHS advice on clearance work parties).</p>
Parking:	You will need a safe parking area for the number of vehicles that will be attending with suitable access and gateways.
Authorities:	It is advisable to notify the Highway Authority (County Council or Unitary Authority of the event, with a plan of the route at 1:25,000, date, start and end time and contact phone numbers for key people. This is in case they are aware of another event or scheduled work.
Insurance	<p>All BHS events are covered by insurance.</p> <p>If you are running an event in partnership with another organisation or using land or facilities belonging to a third party, you must ensure that they have their own Public Liability Insurance in place, and they should provide you with a copy of their insurance policy certificate.</p> <p>Full details on Insurance can be found on the Volunteer Resources webpage.</p>
Costs & Charges	<p>There are few costs associated in running this type of event.</p> <p>Out of pocket expenses for travel should be offered to volunteers.</p> <p>Other costs might be such things as toilets and refreshments if you feel it is necessary to provide these.</p> <p>Some venues may charge a small fee per rider, or a venue hire charge – check this in advance.</p> <p>Suggested charge to participants would be £20 - £30. Consider any online booking fees.</p>
First Aid & Emergency Cover:	<p>The level of First Aid Cover you will need for your event depends on what type of ride you are running. Details can be found on the Volunteer Resources web page in the document Medical and Veterinary Cover for BHS Events.</p> <p>You should have a qualified first aider as a minimum.</p> <p>You should have a fully stocked and in date first aid kit.</p>

	<p>Have a 'Team B' back up for every critical person in case of injury, illness or similar. This is to ensure every key task is covered, including emergency cancellation, route marking and final checks after the event.</p> <p>Arrange vet cover for the day (Pleasure ride - vet on call/Fun ride – vet on site).</p> <p>You should have a serious incident plan in place should the worst happen, and you need to deal with the fatality of either a rider or a horse.</p>
Health & Safety:	<p>A full written risk assessment of the activity must be undertaken prior to the event and submitted to EventSafety@bhs.org.uk</p> <p>The event safety file should be to hand on the day.</p> <p>Ensure you have emergency contact details of all riders to hand.</p> <p>There is a suite of documents relating to health and safety on the Volunteer Resources web page.</p>
Volunteers:	<p>You will need volunteers to help you on the day. The list below gives you some idea, but is not definitive and you need to consider what volunteer roles will need to be covered for your ride.</p> <p>Gate Steward – to welcome participants and monitor the gate to and from the parking area.</p> <p>Parking Steward – to direct participants on where to park and ensure safe distances from other vehicles to allow for unloading, tying up etc.</p> <p>Secretary – to deal with registration, tabard hand out, tabard retrieval, rosettes to participants.</p> <p>Starter/Tack Checker – to check tack is OK, girths tight, hats worn, boots suitable and to record the number and start time of participants.</p> <p>Route Stewards – to marshal points along the route, especially any road crossings, gates or other areas of concern. Also to ensure that riders act as intended, are taking the correct route, not trespassing, closing gates if required.</p> <p>First Aiders – Depending on the first aid requirements for your ride you will need First Aid Cover. Find out who in your volunteer team is First Aid trained (see more in the section for First Aid & Emergency Cover).</p>
Communication with Event Team:	<p>Have all your helpers' and the landowners' phone numbers available in a central file so that any one person can contact others.</p> <p>Consider creating an instant group communication channel for the day, whether WhatsApp, Signal, SMS or similar, which is accessible by all at any time and any point on the route.</p> <p>If there are sites where there is no mobile phone signal, decide how that will be covered in case of an incident (2-way radios).</p>
Timings:	<p>Depending on the number of entries you expect, you can offer starting between set times i.e. 9am – 12noon.</p> <p>You may wish to give specific arrival/start times to participants i.e. Group 1 start at 9.30am and Group 2 at 9.40am.</p> <p>Group numbers should be limited to no more than 10 riders.</p>

	You may wish to split the day with those only wishing to walk/trot going after those who want to canter.
Toilets:	If no toilet facilities on site, these need to be hired in.
Rosettes:	Many people like this memento from a ride. Contact HQ to ask about Ride Out UK rosettes if your ride is a fundraiser for this.
Maps:	If you are going to provide your riders with a map, these will need to be created and printed in advance.
Waymarks:	<p>Consider how you are going to direct riders around the route. Waymarks can be but are not limited to physical signs, tape, flags, spray paint (preferably bio-degradable), sawdust.</p> <p>If using spray paint, spray horizontal surfaces only so that it will wear off. Do not damage trees with paint or other material.</p> <p>Keep plastic waymarks to a minimum, they contain microplastics and are a pollutant. They are only necessary at junctions. Ride instructions should inform riders of the types of waymarks they need to look out for and that they will only be placed at junctions.</p>
Catering:	Book a local catering van to attend. A popular event may be able to expect a contribution from the business for the income generated.
Photographer:	Book a local photographer to attend. A popular event may be able to expect a contribution from the business for the income generated or some free images for post and future publicity purposes.
PROMOTING YOUR RIDE	
Describing your ride:	<p>Make sure that you provide an accurate description of your ride in your marketing information. Distance options. Walk and trot only? State what kind of ground will be covered (e.g. if some of the tracks are stoney you might want to advise participants with unshod horses to consider using hoof boots). Clearly state what people can expect.</p> <p>Ensure at the point of booking and/or in your marketing prior to the event that your participants know: -</p> <ul style="list-style-type: none"> • Where to arrive and report. • What the arrival/start times are. • Whether there are toilets available. • Whether there is water available for drinking/washing off or whether they need to bring their own. • Whether refreshments will be available. • What the ride rules are. • If there will be a photographer. • How much they will be charged.
Bookings:	<p>Online booking facility – contact your Regional/ National Manager to set this up.</p> <p>If you are taking bookings on the day you will need to capture all the information needed via a paper form.</p>

Emergency Contact No:	Ask all your participants to supply an emergency contact number at the point of booking.
Terms & Conditions:	Create terms and conditions for your ride. These should include all the rules of the ride and what your cancellation/refund policy is. A 'Pick your own' list of Terms and Conditions can be found on the Volunteer Resources web page.
Marketing:	Promote your ride on BHS website, BHS social media and local equestrian groups/websites.
THE DAY BEFORE YOUR RIDE	
The Route:	Ride, walk or cycle the whole route before the start, ideally on the day but at least the day before to check that all is as expected, particularly whether any changes have occurred which need to be dealt with (e.g. a tree down). Ideally this should be done by two people to minimise Lone Working.
Parking:	Put out event signs to direct people from the road to the parking area.
Waymarking:	Put out waymarks.
Toilets:	Ensure on site if hired in.
Registration Area:	Set up in advance if able to.
ON THE DAY OF YOUR RIDE	
Volunteers:	<p>Provide Hi Viz vests for all Volunteers/Stewards.</p> <p>Don't forget to look after your helpers. Hot and/or cold drinks and biscuits or lunch are much appreciated. If you have a refreshment/catering van you could perhaps run a tab for them.</p> <p>Offer your volunteers the opportunity to claim their travel expenses.</p>
Registration Area	<p>Registration tent/vehicle near to start point.</p> <p>Table and chair for Secretary.</p> <p>Human first aid kit and basic horse first aid kit available.</p> <p>Tabards/Number Bibs/Rider ID.</p> <p>Paper Application Forms (if taking entries on the day). Be mindful of the maximum number for your event and do not exceed it.</p> <p>Payment options/cash float (if taking entries on the day).</p> <p>Maps (if supplied).</p> <p>Event Safety File.</p> <p>Rider Emergency Contact information (requested at the point of booking either in advance or on the day).</p>

	<p>QR code/poster for What3Words App.</p> <p>Rosettes.</p> <p>BHS Membership Forms.</p> <p>Horse-I App information.</p>
Volunteer Briefing:	Hold a briefing with all your helpers at the start of the day. Details of what to cover are listed in the BHS Event Safety Briefing Checklist .
Rider Briefing:	<p>Notify riders via a handout on the day or email in advance of their responsibilities which can contain but are not limited to :-</p> <ul style="list-style-type: none"> • Ride with courtesy & consideration. • Walk past other route users and near livestock. • Keep to the route, do not ride in crops. • Close gates if they are not tied open. • Be alert at junctions, check for arrows/waymarks looking like (this). • Wear your number so that marshalls can check you as passed. • If you leave the route to a short cut home/to base, inform the organiser so that marshalls are aware you will not be passing their checkpoint. • Rider to carry emergency contact details, medical facts. • Rider to have What3Words downloaded on their phone.
Time:	Leave enough time to get the Route Stewards to their posts prior to the ride starting.
Photographs:	Take photographs and if possible, post on social media about what a great time everyone is having. Get your volunteers to take photographs throughout the day and get them to send to you.
Waymarking:	Collect all waymarks at the end of the ride.
The Route & Parking Area:	<p>Ride, walk, cycle or drive the whole route and check that you are leaving everything as you found it. Pay particular attention to gates and livestock. Remove litter.</p> <p>Check with the landowner if the land/parking area needs to be cleared of droppings.</p>
THE DAY AFTER YOUR RIDE	
Thank You's:	<p>Thank your Volunteers and remind them to claim their expenses.</p> <p>Thank your Landowners. A small gift of appreciation goes a long way.</p>
Social Media:	Post on social media about the success of the ride.
Money:	<p>Pay any outstanding invoices (toilets/rosettes etc.).</p> <p>Pay Volunteer Expense claims.</p>

	If funds were raised for Ride Out UK, arrange for profit/donation to be paid to BHS HQ.
Reflect:	What went well, what would you do differently next time?

WELL DONE – YOU MADE IT!.....ANOTHER ONE?