


Guide on how to run...

A Coach of the Year Competition

The
British
Horse
Society

BHS Objective/ Charitable aim	To promote and advance the education, training and safety of the public in all matters relating to the horse. To promote community participation in healthy recreation involving the horse.
Overview	This initiative was started in Hampshire in 2019. The aim of it was to give BHS Accredited Professional Coaches (APC's) the chance to be nominated/recognised by their clients. A good opportunity for a BHS committee to engage with their BHS APC's and the equestrian public. This type of initiative will cost the committee funds.
Format	2 categories: Freelance APC and Approved Centre Coach (min. Stage 2 Teach) Coaches must be resident in the County. Run on-line via County Facebook page and website Nominations made by the public via a Google Form (simple form to ask for category, name, why they're being nominated) All nominations shortlisted by a sub-committee including County Chairman and Regional Manager. Shortlist of 3 in each category based on quality rather than quantity of nominations. These then go through to an on-line vote. 

Resources:	The ability and time to run this on Social Media, create nomination form. Your Regional Manager may be able to help with this.
Costs:	<p>This will depend on what you offer as prizes.</p> <p>Do you want to offer all of those who were nominated a small prize?</p> <ul style="list-style-type: none"> • <i>Suggestion: Ticket to BHS National Convention</i> <p>Suggestions include:</p> <ul style="list-style-type: none"> • Hampshire funded £250 to spend on training <i>i.e. they book onto training and then send invoices/receipts for reimbursement.</i> • Money towards the cost of next BHS Assessment <i>i.e. they book onto Assessment and are reimbursed on proof of booking</i>
Timings:	<p>Planning and preparation time: i.e. agree format, prizes, create FB post, marketing.</p> <p>Nomination time: Allow time for nominations to come forward. You may need to put a post a week out on FB for up to 4 weeks.</p> <p>Judging time: Time for sub-committee to go through nominations and select finalists.</p> <p>Voting time: Allow enough time on FB for voting</p> <p>Announcement of winners and promotion.</p>
Other Considerations:	<p>Have you checked that nominees are all BHS APC's ?</p> <p>Are your winners happy to have details published on Social Media etc.</p> <p>Are you just going to run this as a 'one off' competition or as an annual event? If annually, how are you going to fund/fundraise for this?</p>