

Meeting	Board Meeting
Date	Thursday, 27 April 2023
Time	10:00 – 14:00
Venue	Blended/Board Room, BHS HQ, Abbey Park, Stareton, Kenilworth, Warwickshire, CV8 2XZ

Minute Agenda Item & Discussion

Minutes of the Board Meeting held on Thursday, 16 February 2023

The minutes of the meeting held on 16 February 2023 were agreed to be a true reflection by the Trustees.

Matters Arising from the Board meeting held on 16 February 2023

The matters arising from the meeting held on 16 February 2023 were noted as complete.

BS referred to the Equality, Diversity, and Inclusion (EDI) session held at the February 2023 Board meeting and reminded the Trustees to contact her or SM with any training requests.

Abridged Minutes of the Board Meeting held on 16 February 2023

The abridged minutes of the meeting held on 16 February 2023 were approved for publication on the BHS website.

Conflicts of Interest

There were not any new conflicts of interest to declare.

Home Team Survey Update

A report on the 2022 Home Team Survey outcomes was distributed in advance of the meeting for pre-reading. The Executive welcomed questions from the Trustees.

The Trustees congratulated the SMT on the positive outcomes of the Home Team survey and commented that there was a real sense of momentum building via the annual surveys.

Audience Insight – Landscaping Phase

The Director of Marketing and Communications joined the meeting to provide an update on the Audience Insight project.

The landscaping phase started with desk research, followed by six key focus groups held online:

1. Professionals who work in equestrianism.
2. Horse engaged (own/loan their own horse or ride a minimum once per week).
3. Animal lovers and welfare supporters.
4. Lapsed horse riders.
5. Young people interested in horses.
6. Parents and carers of young people interested in horses.

Participants were recruited from a mix of locations across the South East and South West, the Midlands, Yorkshire, and Scotland.

The Audience Insight Partner have analysed the data from each focus group and have summarised what each audience needs, moving forward, to be more engaged with the BHS. The outcomes of the focus group sessions have been used to form a significant questionnaire which will go out to members and further to the general public, equestrian or otherwise.

The Trustees thanked the Director of Marketing & Communications for an informative presentation, noting that great progress had been made since the last update and that the project would add great value.

CEO Report

The CEO reported that the Society had been busy throughout Q1 across all areas, and highlighted several areas of focus:

- The Project 2026 repeal by government had been reneged. The Access Department are now working with peers to appeal the decision. CS will be engaged to support in those efforts.
- An objection to the Coast-to-Coast Path not being available to equestrians has been submitted to government and legal action has been mentioned in respect of the fact that there was no consultation.
- The Spring Healthcare Clinics for 2023 have concluded: four events were held, helping 158 horses.
- New campaign partnership – CANTER is a new pan-industry group formed in March 2023 to provide collaborative expertise to address the problem of anti-parasitic resistance in equines. CANTER is the first group of its kind to bring together so many representatives from different sectors to tackle the issue of wormer resistance in horses in the UK.
- Phase 1 of internal consultation on the Volunteer Strategy is complete. The key themes have been shared with the Volunteer Programme Advisory Group for feedback on 6 April 2023.
- Two BRC National Championships have taken place, one hindered by snow, but both were huge successes with strong entry numbers. In total there were 1,291 entries from c.1130 competitors.
- Membership is performing very well against a pessimistic year-end target in view of the cost-of-living crisis. Year to date, the membership number has broken 120,000, with 420 new members joining in April 2023 alone.
- A CLTH Manager for the South has been appointed as part of the designated fund. 85 Centres are now trained to deliver the programme, compared to 60 last year. 668 participants have engaged with the programme in this curriculum year, which compares the size of a large primary school.

BEF Nominated Director Update

The BEF Nomination Committee and Board have formally asked the Society's BEF Nominated Director for the BHS, to become Chair of the Participation Group.

EDI Advisory Group Update

The Specialist Trustee for EDI provided an update on the most recent EDI Advisory Group meeting which had taken place two weeks earlier. The Programme Director and Business Development Director had attended the meeting to discuss volunteering with the BHS and the Volunteer Strategy which is in development. There was good interaction from the Group and discussion pertaining to the lack of diversity in the current BHS volunteer community.

The group received the BEF EDI report that was produced by AKD in advance of the meeting and discussed it at length.

The Specialist Trustee for EDI attended the visit from BHS Vice-Patron, HRH The Princess Royal at Summerfield Stables in late March. This visit was centred around the diverse community that Summerfield supports, how they operate to make horses accessible to everyone, and how they are training people to take their BHS assessments in order to enter a career in equestrianism.

An open day is due to be held at Eastminster School of Riding in May. Members of the Home Team have worked with the centre and the Sikh Community in the area to host a day to ride and learn more about horses. The initiative arose from a request for support from the Centre to the BHS, when a Sikh family enquired about riding lessons and advised that they would not be able to remove their turbans in order to wear a riding hat. The open day has received just under £10,000 of funding from the BEF Community fund.

Health & Safety

The Head of Health and Safety and Facilities has been to the Operational Hub in Stirling to undertake the annual health and safety audit.

The review of risk assessments for employee and volunteer organised events has continued to be well received, with much higher levels of engagement from teams and committees looking for advice and guidance.

Safeguarding & EDI

The Project Team are mid-way through the RFP process to appoint a partner to support with the development of the EDI Strategy. Four of eight companies that responded to the RFP have been invited to present to the team, three of the presentations have taken place so far. The successful company will be appointed as EDI Partner and support with the one-, three-, and five-year strategies.

Information Security

A Data Working Group has been created and has started the preparation work in terms of data for the Digital Transformation.

Projects & Programmes Update

A full report on projects and programmes that was provided in the minutes of the Finance Committee meeting.

Enterprise Risk Framework

A full report of the Enterprise Risk Framework was included in the minutes of the Finance Committee meeting.

Report from the Finance Committee meeting that took place on 4 February 2023

The Chair of the Finance Committee provided an overview of the most recent Finance Committee meeting.

Changing Lives Through Horses Centre Award

A proposal to implement a 'Changing Lives Through Horses Centre' award was distributed in advance of the meeting for the Trustees' consideration. It was agreed unanimously that the award should be included in the Annual Awards from 2023 onwards.

Resolution: The proposal for a new award named 'Changing Lives Through Horses Centre Award' was agreed unanimously.

Any Other Business

The CEO advised that HRH The Princess Royal had accepted the Society's request to remain as Vice-Patron of the Society for a further three years. This request was made upon the instruction of The Princess Royal's Private Secretary.

A letter has been sent to request that His Majesty King Charles III considers allowing The Princess Royal to become Patron of The British Horse Society, as part of the review of royal patronages following the passing of Her Late Majesty Queen Elizabeth II.