

BEING A BHS APPROVED CENTRE

The
British
Horse
Society





“I have been coming to this centre for 17 years since I was a child. Mum chose a BHS Approved Centre for me because she knew the horses would be well looked after and would be able to offer structured and tailored lessons to suit my individual needs.”



“We are novice owners and chose a BHS Approved Centre as we knew they would offer the help, advice and support that we needed. We know we can trust them.”

A MESSAGE FROM OUR CEO, JAMES HICK



Welcome to the British Horse Society's Approved Centre Scheme. We are extremely proud of our network of BHS Approved Centres, from the largest to the smallest, and the vital role they play in growing equestrian participation across the UK. This is fundamental in everything that the BHS stands for and we will always be there for you, to support, advise and guide.

The new scheme continues in its original purpose of providing a network of safe centres for both horses and people, where people can learn to ride and care for horses. However, as our centres will testify to, and as hopefully you will see when reading this brochure, the scheme now goes far above and beyond what it first set out to do.

Through listening to our centres and continuously evolving the scheme to meet their needs, we are committed to providing not only the BHS stamp of quality assurance for your clients, but importantly providing unrivalled business support, insight and guidance relevant to today's world. We have invested in a network of Business Support Managers, who are here to support you. They are highly knowledgeable of the equestrian landscape and will provide you with expert and practical advice and guidance.

Our lobbying and representation activity is critical in providing a 'voice' for our equestrian centres. With over 118,000 members we are at the forefront of discussions with government to continually improve opportunities for equine businesses and for equestrianism in the UK.

Throughout this brochure you will find out more about the benefits of being part of the Approved Centre Scheme. Alongside the scheme benefits, you will join a community of likeminded centres who you can look to for support, advice and shared experiences. That network has proven to be especially valuable to our centres during Covid and I hope that it will continue to flourish in brighter times ahead.

Warm regards,

A handwritten signature in black ink, appearing to read 'JHick'.

James Hick
Chief Executive





“I feel the BHS is world recognised, a respected exam structure and not just for riding schools!”



THE BHS APPROVED CENTRE SCHEME



“Being part of the BHS provides us with help and support in all areas of running a business. It ensures we strive to deliver training and lessons to the best possible standard.”

Bransby Horses

The BHS Approved Centre Scheme is here for all types of centres. Whether you are a riding school, a livery yard, a competition venue or other type of equestrian centre, we are here to support you whatever your size or offering.

Being a BHS Approved Centre provides horse owners and horse riders with confidence that they have chosen a centre that will provide a welcoming, inclusive, safe and professional environment in which horses and people can flourish.


The Approved Centre community is supported by a knowledgeable and experienced BHS team, here to provide support and guidance and a wide range of benefits for you, your centre, your staff, and your clients.



“The inspections are great for keeping up standards for staff and clients! It is a great goal to work to for the whole team. We have always received sound and practical advice on how we can better operate and improve the way we work.”



BUSINESS SUPPORT



“ The support we receive is fantastic! We always have someone at the end of the phone, on Facebook or there for a coffee on a video call! ”

Our team of Business Support Managers are here to help you. Whether you would like to know more about our Pony Stars, need help in setting up a BHS assessment or require some marketing support, our dedicated Business Support Managers are here for you!

- A dedicated point of contact for 'all things BHS'
- Virtual and in-person coffee mornings and workshops on a wide range of topics including:
 - Business structures
 - Fundraising
 - Marketing and social media
 - Participation resources such as the BHS Challenge awards, Pony Stars and Changing Lives Through Horses
- Up to date industry information communicated to you directly.
- Representation of the views and issues of the equestrian sector with all governments across the UK, including playing a lead role on the British Horse Council.
- Support with issues such as business rates (BHS Business rates campaign).
- Practical support with the BHS Professional Pathways and assessments.
- Training and support for the BHS Challenge Awards and Pony Stars.
- Support for the BHS Bursary application process to help you on your BHS Career Pathway.
- Support and guidance for new centres on how to join the BHS Approved Centre Scheme.

QUALITY ASSURANCE



“The BHS provides our centre with a good reputation and assurance of high standards. We feel we are supported and have somewhere to go with our problems.”

All BHS Approved Centres are members of a world-renowned quality assurance scheme that recognises high standards of care for both horses and riders. Our experienced, knowledgeable inspectors visit our centres every other year to offer insight and support whilst checking the quality of services. Rest assured that our Business Support team are always on hand to offer help and advice at any other time.

Embedded into the scheme criteria are the key factors on a client's wish list:

- ✓ **Horse care** is at the heart of what we do. Our inspectors look at the care of the horses in a centre, something which our centres are very proud to showcase!
- ✓ **Coaching** is another area of focus, ensuring all our centres deliver a high standard of tuition relevant to their client base.
- ✓ **A good client experience** is high up on a client's wish list. Our inspectors will get a general feel of the yard and look at what a centre may offer clients. A warm and welcoming centre is what we like to see!

- ✓ **Safety** is of course paramount, so ensuring the safety of the facilities and working practices, is an important factor.
- ✓ **Catering for clients' needs** is what matters; we welcome centres of all shapes and sizes, the facilities just need to meet the needs of your clients, whether that's children on lead rein, beginner riders or competition riders!

The inspection criteria will be appropriate to the type of centre and don't forget, your Business Support Manager and our Operations Team will be on hand to support you and answer any questions you may have.



BHS APPROVED CENTRE SCHEME BENEFITS

We focus the benefits on the things you tell us are important to you. Our BHS Approved Centres enjoy a wide range of benefits, here are just a few.



- ✓ Ability to run unique BHS education programmes including:
 - The Professional Pathway training and assessments
 - The Challenge Awards
 - Pony Stars for children, 12 years and under
- ✓ Ability to join the Changing Lives Through Horses Programme to support disengaged or disadvantaged young people
- ✓ Ability for centre staff to join the Accredited Centre Coach and Groom Scheme, free of charge. Centre Coaches and Grooms enjoy 25% discount off BHS assessments and the opportunity to apply for our education bursary worth up to £6,000
- ✓ Tools and Templates to help you such as: risk assessment guidance, contract templates, support for Local Authority inspections and health and safety guidance
- ✓ Employment and people management resources to help you and your team
- ✓ A range of helplines offering advice including VAT and legal helplines
- ✓ Access to our BHS Approved Centre Facebook group, a community of like-minded people where ideas can be shared and discussed with your fellow centres
- ✓ Up to 25% off insurance premiums
- ✓ A complimentary BHS gold membership

For more information on the benefits of being an Approved Centre please get in touch.

A GOOD CLIENT EXPERIENCE

Our research tells us that clients place high value on the reassurance and peace of mind that comes with choosing a BHS Approved Centre as the place they or their family learn to ride, or where they choose to keep their horses. The top two reasons for choosing a BHS Approved Centre were 'well cared for horses and ponies' and 'professionally qualified staff'.

To show your clients that you are part of the British Horse Society Approved Centre Scheme you will receive -

- 1 A BHS Approved Centre plaque to display at your centre.
- 2 A certificate each year to show your approved rating.
- 3 A centre biography on the BHS website highlighting all you have to offer.

Clients will enjoy being able to participate in the BHS Challenge Awards or Pony Stars and those wishing to pursue an equestrian career will be able to train for their BHS Professional Pathway and take assessments.

A warm welcome and a safe environment to enjoy horses and riding are guaranteed!





“ The Society has changed over the years but still remains THE Society to be involved with. ”

To find out more about being part of the BHS Approved Centre community, get in touch with your local Business Support Manager for an informal chat.

Email: **Approvedcentres@bhs.org.uk**

Call: **02476 840509**

The British Horse Society is a Registered Charity Nos. 210504 and SC038516.