

## STRATEGIC PLAN

2025 to 2027

We're thrilled to present our ambitious and inclusive plan for the next three years.  
We'll work together to deliver impact across:

**Horse Care and Welfare, Access, Safety, Education, and Participation,**  
building on our successes from the past five years.

### **Our Vision and Purpose remain unchanged.**

Our vision is that every horse is respected, protected, and enjoyed by knowledgeable, caring people. We are here to help horses and everyone who cares for them to enjoy the best possible life together - For Horses. For People. For Life.

### 2025-2027 OUTCOMES:

## Protecting the future of horses in society



### **OUTCOME 1:**

Our collective voice will shape national policies, ensuring horses remain valued in society.

By uniting our BHS team and partners, we aim to influence decision-makers towards positive change.

### THE DIFFERENCE WE WILL COLLECTIVELY MAKE

1. We'll see changes in legislation, policy and Government advice on those priority topics that matter most, benefiting equestrians and horses.
2. Changed attitudes, beliefs, knowledge and support among key decision makers.
3. Improved public support of horses in sport and recreation.

# We're here to help



## OUTCOME 2:

Everyone involved with horses will know that the BHS is their go-to organisation for support and resources.

We want to expand our reach, ensuring everyone knows about the help we can offer.

### THE DIFFERENCE WE WILL COLLECTIVELY MAKE

- 1. More non BHS-approved centres will know how BHS can help them.
- 2. More horses will be helped through training and wellbeing support.
- 3. More people will be engaged in our work.



# Safer roads and better off-road routes



## OUTCOME 3:

A more connected network of off-road access will be available and road safety will be enhanced.

We all know (and our research confirms this) that riding on the road is a major source of anxiety for equestrians. We will continue to create and protect a more connected off-road network and campaign for safety improvements.

### THE DIFFERENCE WE WILL COLLECTIVELY MAKE

- 1. A higher percentage of equestrians feeling safer on the road.
- 2. More equestrian access routes protected or improved.
- 3. Less horse and rider deaths and injuries on the roads.

# Everyone is welcome



## OUTCOME 4:

Horses and riding will be more accessible for everyone.

It's vital to make horses and riding more accessible. Our community welcomes everyone. We want more people to experience the unique bond between horses and people.

### THE DIFFERENCE WE WILL COLLECTIVELY MAKE

1. An increase in the diversity of people involved with equestrianism.
2. Growth in our membership numbers.
3. Growth in participation at BHS and British Riding Club events and at centres.

# One team working together



## OUTCOME 5:

Our BHS team, including volunteers, centres, APCs, and employees, will form an inclusive community offering growth and development opportunities.

The previous Outcome - Everyone Welcome - was about how we will provide a more welcoming community externally. This Outcome is about our organisation and those closest to us and how we want to develop together.

### THE DIFFERENCE WE WILL COLLECTIVELY MAKE

1. More volunteers will support us with their time and volunteer satisfaction will increase.
2. An increase in the diversity of new hires and volunteers.
3. More Coaching4All qualified coaches.

We are making a number of commitments to ensure that we can get more people to join our movement and reach new audiences.

#### These include:

- Embracing new technology
- Protecting our planet
- We're learning from horse lovers to stay relevant, including research and a fresh look
- Growing our impact with our incredible volunteers
- Making our Everyone Welcome initiative a reality across the UK.

#### These commitments will support everything else that we do.

Together, we will continue to make a real difference. Join us in creating a brighter future for horses and the people who love them.

### Let's make every stride count!