

Accredited Professional Coach Code of Conduct

Everyone in the British Horse Society has a responsibility to promote high standards of behaviour and professional conduct. As a BHS Accredited Professional Coach you are a recognised member of the Society and as such represent the BHS when working in the industry. The British Horse Society prides itself on being a charity dedicated to knowledge, encouraging people and horses to enjoy life together. It focuses on creating a safe, inclusive and respectful environment for all to enjoy horses and achieve their potential.

As a BHS Accredited Coach you are an important role model. This code of conduct provides a framework and an opportunity to ensure all those working with our Accredited Professional Coach members have a positive and enjoyable experience.

Whether you call yourself a coach, an instructor or a trainer, you play a crucial role in the development of the sport and in lives of the riders, drivers and vaulters that you support. It is you that will ensure that individuals in equestrianism have positive experiences and therefore are more likely to continue in equestrian activity to achieve their potential.

The British Horse Society Accredited Professional Coach Code of Conduct is built on the principles of integrity, honesty, fair play and respect. These principles are integral, not optional, and apply to all levels of ability and commitment, including recreational participation through to high level competitive equestrian sport, with the welfare of the horse or pony at the centre.

This Code of Conduct sets out standards you are required to meet.

The British Equestrian Federation core values are for all involved in equestrian activity and coaches are asked to demonstrate:

- **Performance:** Strive to be successful in all your endeavours and deliver high standards in every session, lesson, class or workshop.
- **Partnership:** Collaborate with others and find solutions to share issues. Remain open and honest at all times.
- **Professionalism:** Remain objective and professional at all times. You act with integrity in an ethical way and treat everyone with respect.
- **Passion:** Be passionate in all your endeavours, working with others to the benefit of the rider, driver, vaulters, horse or pony.

Good Practice

- Recognise the importance of fun and enjoyment, especially when working with young participants. Most learning is achieved by sharing best practice and participation in activities.
- Show respect to others involved when involved in the sport including; judges, officials, volunteers, other riders, teams, coaches, instructors, teachers, trainers, spectators, parents/carers and horses or ponies.
- Promote fair play and high standards of behaviour.

- Place the well-being, safety and enjoyment of your participants, and the horse or pony, above everything, including winning.
- Explain exactly what you expect of the participant and what they can expect from you. Ensure all parents/carers of all participants under the age of 18 understand these expectations.
- Develop mutual trust and respect with every participant to build their self-esteem
- Encourage each participant to accept responsibility for their own behaviours and performance.
- Ensure all activities you organise are appropriate for the participants' ability level, age and maturity and for the capabilities of the horse or pony.
- Ensure appropriate supervision of all participants, especially participants who are younger or more vulnerable.
- Be a positive role-model, consider your behaviour, do not ridicule, or shout at participants or use sarcasm.
- Provide positive verbal feedback in a constructive and encouraging manner to all young participants at all times particularly pre, during and post training sessions and competitions.

Inappropriate Behaviour to Avoid

- Never engage in, or tolerate, offensive, insulting, demeaning or abusive language or behaviour.
- Never engage in or tolerate any form of bullying, always appropriately challenge bullying behaviour.
- Recognise that young participants under 18 cannot have alcohol whilst under your supervision or attending your event. Participants should not take prescription or non-prescription medicines or drugs whilst under your supervision, without their medical needs firstly being discussed prior to the teaching, instructing or coaching session. *(Participants should be aware of FEI and BEF rules related to performance enhancing drugs for humans and equines).*
- Recognise that young participants should not be exposed to extremes of heat, cold or unacceptable risk of injury.
- Avoid giving advice of a personal or medical nature unless you are qualified to do so.
- Be aware that your behaviour in your role is subject to scrutiny by others at all times. Ensure that your words and behaviour are not subject to misinterpretation by the participants, parents/carers or onlookers. The line between a professional working relationship and undue informality is not crossed.

Policies and Procedures

- Be aware of, and abide by, the policies and procedures outlined in the BHS Safeguarding document.
- This includes that no coach, instructor, teacher or trainer should have sexual related contact with a participant, fellow coach, instructor, teacher, trainer or volunteer under the age of 18. To clarify this includes sexual innuendo, flirting, inappropriate gestures and terms, in person or through social media, texts and emails, taking part in sexting or otherwise sending inappropriate sexual images through technological systems.
- Report any concerns that you may have about a child, young person or vulnerable adult in line with the BHS safeguarding procedure.
- Report any concerns you have about a colleague, volunteer or any adult working with children, young people or vulnerable adults in line with the BHS safeguarding procedure.
- Treat everyone with the same degree of courtesy and respect regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion and belief, sex and/or sexual orientation.
- All accidents must be recorded in line with the requirements of the member bodies and appropriate legislation.
- Adhere to the rules and the spirit of the disciplines and competitions in which your riders participate.

Should you, as an Accredited Professional Coach contravene any of the stipulations stated in this code of conduct, your professional membership may be revoked.

Guidelines on Use of Social Media and Online Communications

To protect your privacy and prevent any miscommunication, please be aware of our following guidance on the use of social media and online communication:

- Do not post photos of other people without prior permission
- Be aware that any information uploaded to the internet may remain permanent even if deleted. Ensure the information is appropriate for public viewing and adhere to your organization's policy. This applies to social media sites where you can control your audience. A good rule of thumb is that if you know it would be damaging for you to be quoted or a picture to be used in external media, do not post it online.
- If you wish to communicate with clients, set up a separate professional account through which to do so. Ensure your personal social networks are private.
- You should actively involve parents and/or carers throughout all stages of coaching a young person (under 18) and ensure you have parental consent for all activities. If communicating with a young person, always ensure parents or carers are included.

- Ensure your professional profile remains professional and ensure you are able to approve comments, posts or photos prior to submission.
- Ensure posts are in no way detrimental or call into question the reputation of the BHS or BHS Accredited Professional Coach membership.

Guidelines on Equine Welfare

You will be required to promote and encourage the highest standards of equine welfare. Alongside safety for the rider, the welfare and well-being of the horse is your priority. You will:

- Recommend that all tack is to have been correctly fitted and be properly maintained by an appropriate professional such as a member of the Society of Master Saddlers;
- Encourage the improvement of riding prior to using corrective equipment. Any equipment used should be with the welfare and comfort of the horse in mind.
- Give coaching appropriate to the fitness level and/or ability of the horse/participant in a safe and suitable working environment;
- Give support and advice as appropriate where you feel improvements could be made to the welfare of the horse;
- Ensure that you refer any owner to a vet or appropriate professional should you suspect the horse is in pain, ill or injured.

Accepted Minimum Level Qualifications

The minimum BHS qualification required to enter the register is the BHS Stage 3 Coach in Complete Horsemanship (formerly known as the BHSAI).

We also accept:

- RDA Senior Instructor or Instructor Certificates
- Endurance Instructor Certificates
- Light Harness Horse Instructors Certificates
- Vaulting Instructor Certificates
- Mounted Police Trainers
- International IGEQ Qualifications
- ET Centre Manager
- Side Saddle Association (SSA) Grades A, B and C
- UK Coaching Certificate Level 2, 3 and 4
- S/NVQ Level 3 Coaching Qualification
- BHS/BSPS Trainers

We also accept Accredited Coaches / Trainers from British Dressage, British Eventing and British Show Jumping. Confirmation of your Accredited Coach Status is required from your BEF member body.

Requirements of Professional Membership

- Maintain your Continual Professional Development (CPD) by attending at least one course every two years, commencing from the date of membership. Dates for Continual Professional Development are available on the BHS Website or from your Regional or National manager.
- Hold and update as required a certificate in First Aid. The certificate must have been awarded either following successful completion of a BHS First Aid Course or a full Health and Safety First Aid at Work. As an Accredited Professional coach the cost of your BHS first aid is included for the duration of your membership.
- Attend a BHS Safeguarding and Protecting Children Course or a Sports Coach UK Safeguarding and Protecting Children Course every 3 years. As an Accredited Professional Coach the cost of your BHS safeguarding course is included for the duration of your membership.
- Hold appropriate insurance cover for all the services you provide. The Accredited Professional Coach Plus membership covers you for all freelance coaching activities in addition to being insured to ride, school and exercises your client's horses. The Care, custody and control insurance is also included * (*subject to terms & conditions).
- All Coaches will need to undergo an enhanced Disclosure and Barring Service (DBS) check (or national equivalent) or provide evidence of having undergone a check to become an Accredited Professional Coach. Coaches must renew their DBS check (or national equivalent) every 3 years. Enhanced DBS certificates must be clear in order for you to remain an Accredited Professional Coach.
- Accredited Coaches and volunteers must notify the BHS if they change their name, address, place of employment or any other pertinent information.

Qualifications, Distinguishing Letters and Advertising

As an Accredited Professional Coach, you are entitled to use the relevant distinguishing letters after your name:

e.g. First Name Last Name, **Accredited Professional Coach**

Exceptions:

- Accredited Coaches may display their distinguishing letters on personal and business stationery used for or in connection with the equestrian business(es) with which they are connected.
- An Accredited Coach who is in partnership in an equestrian business with a person who is not an Accredited Professional Coach shall ensure this communication is clear.

An Accredited Coach shall not act or publish any media which could be construed as an official action, statement or publication by the BHS unless acting with the written consent of the BHS. This includes posts made via social media or online.

Advertising by Accredited Coaches in respect of their qualification must be accurate and professional. BHS Accredited Coaches must not display any affiliation with an organisation that falsely implies accreditation by that organisation.

Should you decide to no longer be a member, you must remove any advertising with regards to the BHS, and must not display the distinguishing words.



accreditedprofessionals@bhs.org.uk
02476 840565

Violations of the Code of Conduct

Anyone can be removed, without notice, from the Accredited Professional Coach membership if they violate the Code of Conduct or bring the Society into disrepute. Committing a criminal offence other than a parking or minor motoring offence, may result in removal of Accredited Professional Coach status.

The failure of an Accredited Professional Coach to abide by the provision of this code may result in disciplinary proceedings by the BHS. Full details of the disciplinary and appeals procedures and are available from the BHS Education Department and can be found at the BHS Accredited Professional Coach Online Business Support.

This code of conduct is available to members of the public as certification that Accredited Coaches act professionally by adhering to these guidelines.

Useful Contacts

Queries relating BHS Accredited Professional Coaches accreditedprofessionals@bhs.org.uk

Queries relating to the Safeguarding of Children or Vulnerable adults: cpleadofficer@bhs.org.uk

Accident reporting - The BHS ask that incidents including road traffic accidents and dog attacks are reported to improve safety. For more information and to report an accident or incident please visit www.horseaccidents.org.uk.

**The BHS reserves the right to change or amend this Code of Conduct at any time.*