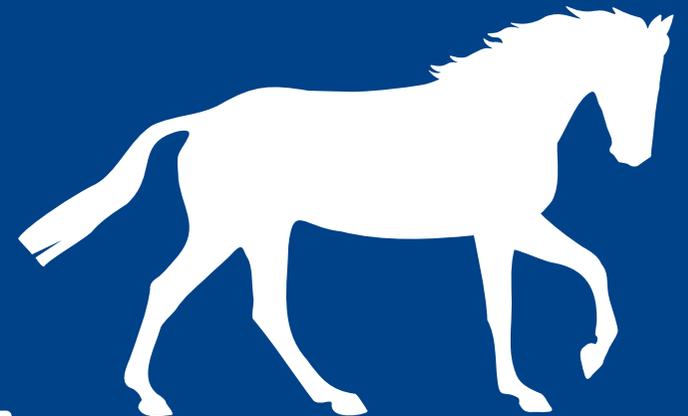


British 
Equestrian

#HorsesForAll

The response from British Equestrian
and our member bodies

A summary of the research into underrepresented communities conducted by AKD Solutions, their recommendations and our commitments.



CONTENTS



Page	Content
3.	Foreword
5.	Research backdrop
7.	Our journey so far – an equality, diversity and inclusion roadmap
8.	The research
8.	Objectives
8.	Methodology
9.	Participant demographics
10.	Headlines from the survey
13.	Lived experiences from the forums
18.	AKD recommendations
20.	AKD reflections
21.	Our response
22.	Our commitments
26.	Next steps
27.	Acknowledgements
27.	Glossary of terms

FOREWORD



British Equestrian and our 19 member bodies continue to drive and support participation in equestrianism with the aim to encourage more people to engage with horses – as a hobby, a sport, a career, through volunteering or simply wanting to spend time with and around horses. By connecting people to riding centres, schools, clubs, venues and equestrian sporting organisations, we're collectively helping more people to discover the unique bond of horse-human interaction, which improves mental and physical wellbeing.

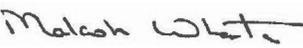
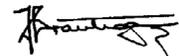
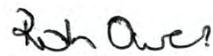
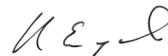
In June 2022, we collectively signed a [unified pledge](#) that made a commitment to making equality, diversity and inclusion fundamental to our organisations, and within our respective strategies. We proudly celebrate the inclusivity our community has achieved around gender, age and disability. However, we recognise that people from ethnically diverse communities and those who are underserved [previously known as low socio-economic] are less represented in equestrianism, according to Sport England's [Active Lives Survey 2022](#). To address the inequalities we see in our industry and



enable more accessibility at grassroots level and provide opportunities for those who wish to consider a career in the equine industry, we sought to understand the barriers these communities experienced and to listen to their perceptions and lived experiences. We wanted to be proactive in starting to reach out to people who aren't engaging with us, acknowledging that this would be an important next step in fulfilling our commitment. To do so, we launched a research project to provide people with a space to share their thoughts and where we could listen to what they said.

We commissioned AKD Solutions to carry out the research – the resulting report and findings will help us and the member bodies consider and develop new ways to become more inclusive, diverse and truly embrace different communities. We recognise that a welcoming, vibrant equestrian community comes from continuous engagement and listening. We acknowledge it will sometimes be difficult, but we are embracing the opportunity to make a difference, address barriers and give ourselves the strongest foundations possible for impactful, generational results.



- | | | | | | |
|--|---|---|--|---|--|
| 
Malcolm Wharton
Chair – British Equestrian | 
Jim Eyre
CEO – British Equestrian | 
James Hick
CEO – British Horse Society | 
Jason Brautigam
CEO – British Dressage | 
Helen West
CEO – British Eventing | 
Iain Graham
CEO – British Showjumping |
| 
Marcus Capel
CEO – The Pony Club | 
Roly Owers
CEO – World Horse Welfare | 
Phil Nunnerley
Chair – Endurance GB | 
Jane Williams
Chair – ABRs+ | 
Kathryn England
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| 
Lucy Katan
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William Hume
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Chair – British Carriagedriving | 
Claire Williams
CEO – British Equestrian Trade Association | 
Bruce Lawrence
Chair – British Reining | |
| 
George Wilson-Fitzgerald
Chair – UK Polocross Association | 
Jamie Gibson
Chair – British Horseball Association | 
Mike Whitchurch
Chair – Mounted Games Association of Great Britain | 
Jane Nixon
Chair – The Showing Council and British Horse Foundation | | |

RESEARCH BACKDROP



We and our 19 member bodies are committed to making equestrianism an activity that's inclusive and open to all. We want to meet people where they are and have an opportunity ready, so that people can join the pathway in whatever capacity or level they desire.

However, in order to make equestrianism more inclusive and accessible to current members and potential new members, an understanding of the perceptions of people from all backgrounds towards the sector is vital. To proactively encourage a more diverse range of participants and staff we needed to collect information from people who are underrepresented in the industry.

One of our current challenges is that the various equestrian membership organisations aren't truly representative of all communities across the UK. We want to champion a culture of inclusion and provide equity to enable our sector to tackle inequalities within our ecosystem. This project focused on understanding the systemic, societal and cultural barriers to equestrianism at entry level.

The equestrian sector generally has a strong legacy of inclusion around gender, age and disability. However, challenges remain to ensure representation and inclusion are equitable for people from ethnically diverse communities and those living in the most deprived parts of the country. Driven by our desire to share a passion for horses, British Equestrian and our member bodies recognise a need to understand why the equestrian industry isn't as reflective of society in the areas of ethnic diversity and the underserved.

After a comprehensive tender process, leading research, learning and development organisation AKD Solutions was commissioned in early 2022. Their mission was to speak to 800 Black, Asian and other ethnically diverse people and representatives from underserved communities to learn more about perceptions, engagement or interest in equestrian activity and associated lived experiences and to help understand what the barriers to access are.



This piece of research, along with an internal equality, diversity and inclusion assessment, will feed into the development of a Diversity and Inclusion Action Plan (DIAP) for British Equestrian and an overarching Equality, Diversity and Inclusion (EDI) strategy to support the equestrian sector. Currently, we are working with colleagues across the industry to understand more about the memberships of governing bodies of equestrian activity and their diversity indicators. By collaborating in this way, we are keen to demonstrate the need to collect more comprehensive data and evidence from the sector on all relevant characteristics and demographics for our riding communities.

Note: for the purposes of this document, equestrianism covers all activities, on and off the horse, outside the racing industry.



OUR JOURNEY SO FAR



Accessibility Mark introduced with the Riding for the Disabled Association to improve access for disabled participants



We achieve intermediate level of [Equality Standard in Sport](#)



- First Equality and Diversity Action Plan published
- Inaugural Equality and Diversity Champion appointed to our Board of Directors

2013 ▲

2016 ▲

2017 ▲

British Dressage, the British Horse Society and Endurance GB all achieve foundation level of Equality Standard in Sport

- Equality Action Team (EAT) launched to work with 10 member bodies
- Our staff, and all Senior Leadership Teams and Boards from EAT members, complete equality training
- Equality Engagement Group is established

- Our Board gender equality target is set – female levels have been over 50% ever since
- Annual monitoring of our Board and staff is introduced
- Equality and diversity training becomes part of the new Board member induction process



2020 ▲

2019 ▲

2018 ▲

- Equi-Youth Coaching scheme introduced with The Pony Club to help those who work and volunteer at urban riding centres
- Pioneering research project announced to focus on underrepresented groups with AKD Solutions

- All 18 member bodies sign up to putting equality, diversity and inclusion at the heart of their organisations
- Commissioned Sport & Recreational Alliance to undertake research into urban riding centres

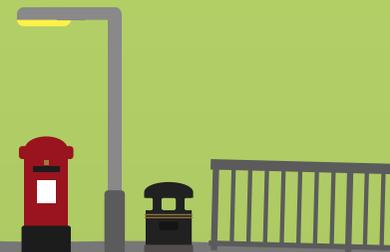
A coaching bursary is launched to support those in low socio-economic groups to develop skills



2021 ▲

2022 ▲

2023 ▲



THE RESEARCH



OBJECTIVES

To understand the following from people in ethnically diverse communities and those from a socio-economically underserved community:

- the barriers of participation in equestrianism through lived experience
- the level of interest and motivations for starting equestrianism
- the lived experiences of equestrians and non-equestrians
- the involvement of people from different communities in 'off the horse activities' to understand the wider perception of equestrianism and awareness of the wider opportunities equestrianism can provide.

METHODOLOGY

There were two main recruitment groups: ethnically diverse and/or socio-economically underserved participants who were engaged in equestrian activity and those who were not. The research consisted of a nationwide survey, interviews, forums and equestrian experience days to give both qualitative and quantitative data for analysis. Participants were recruited through community outreach and engagement strategies. The survey questions asked respondents about the following:

- involvement in sport and equestrian experience
- barriers and facilitators to equestrianism
- familiarity and acceptance in the equestrian environment
- working and competitive opportunities in the equestrian world.

WHO TOOK PART?

844

participants
in the
research



634

responses to
the survey

13

interviews
with current
equestrians

48

participants
across seven
forums

149

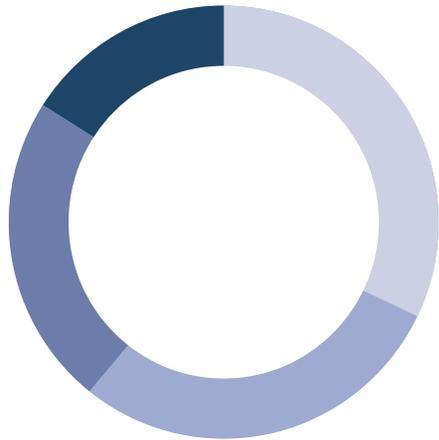
participants
at **eight**
experience
days across
three centres

121

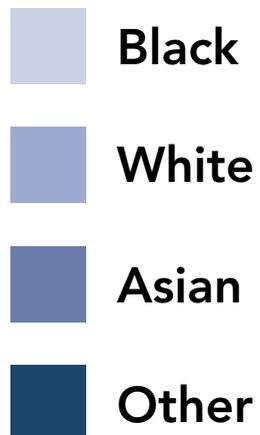
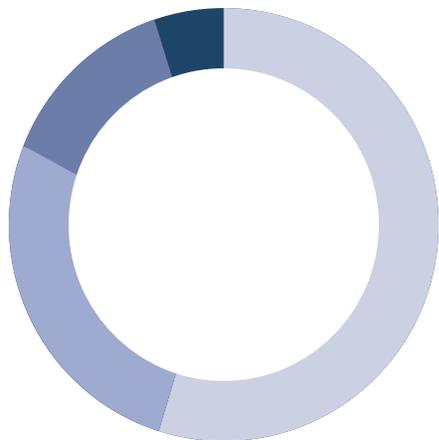
participants at
an experience
day enjoyed
horses for the
first time

SURVEY PARTICIPANT DEMOGRAPHICS

Income



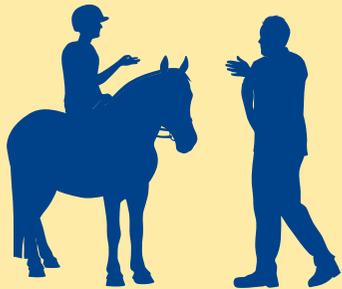
Ethnicity



HEADLINES FROM THE SURVEY

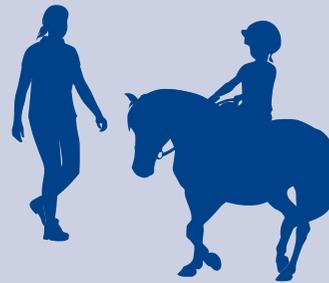


46%



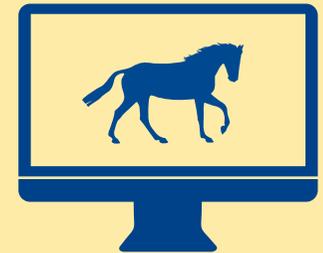
of all survey respondents said they would either definitely participate or consider participating in equestrian activity

£23.63

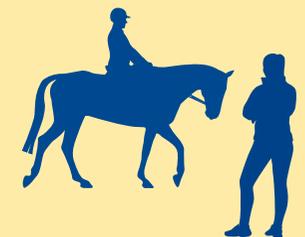


the average amount that respondents across the groups would pay for a riding lesson

Participation by Asian, Black and Mixed groups would be encouraged by...



improved access to information



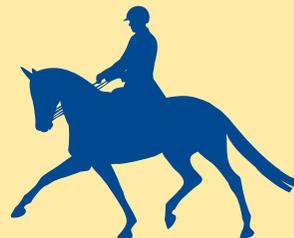
better representation in the industry

Some participants felt we could learn from the...



increasing inclusivity of the [horse] racing industry

and

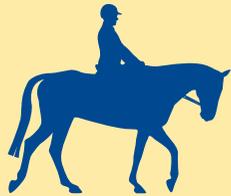


impact of the money invested in young Black and Asian talent

76%

said they agreed with the statement 'people like me are underrepresented in horse riding and other horse related activities'

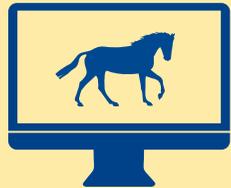
Factors that would increase participation...



seeing more participants like themselves



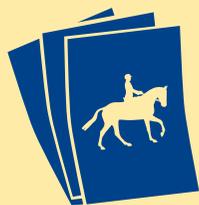
taster sessions at local facilities



more available information about equestrian activities



being invited to or attending local equestrian events



promotional materials featuring 'people like me'



more affordable equestrian activities



41%

felt there was difficulty accessing equestrian centres or difficulty accessing transport to equestrian centres



73%

of respondents associate being around horses with 'happiness' and 71% with 'positive mental health'

57%

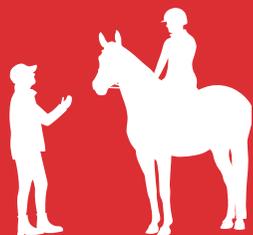
of respondents weren't aware of where their local equestrian centre is



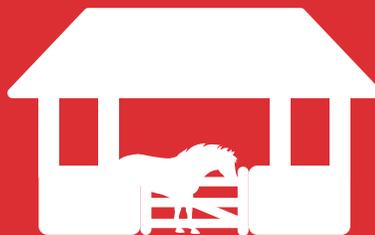
66%

of survey respondents didn't participate in any equestrian activity at all

Common barriers to participation...



lack of awareness of equestrian activities



where to find a local riding school



affordability

51%

of those from ethnically diverse communities who currently ride would be very likely to recommend equestrian activity to their friends and family

61%

said a lack of finances was stopping them from accessing the full benefits of equestrian activity

Only 9%

of respondents from socio-economically underserved communities felt working in an equestrian environment was a viable career option



24%

felt that racial discrimination adversely affected their ability to fully access and benefit from equestrian activity

Key:  Opportunities  Interests  Barriers

LIVED EXPERIENCES FROM FORUMS



AFFORDABILITY

Equestrian activities were described as 'an expensive pastime', 'a financial drain', and an activity where progress in competitive areas is not possible unless you have 'buckets of money'.



I was a keen rider when I was younger, but now I'm unable to afford to go to lessons. I can't afford for my little boy to ride even though I know he'd love it.



(White, £20,000–£29,999)



It isn't affordable for me. Volunteering schemes would definitely help the cost and give the kids more of an experience.



(White mother of mixed Black children, non-equestrian)



I benefit so much from equestrian fun, but I'm aware that snobbery and a range of prejudice is a strong issue in many livery yards.



(White, £50,000–£79,999)



There are so many examples of Black people riding, it's not new, you just have to appeal to people, it's about their culture too, not just this one white culture."



(Black, equestrian)



I think you have to have a lot of money – those are the types of people you see on horses, people with a lot of money.



(Asian, non-equestrian)



I would recommend it because I know of its benefits. However, I couldn't recommend it to many people because of the cost barriers.



(Asian, over £80,000)



All of the girls are small and white, wearing really small and tight leggings that not everyone would be happy to wear. I wouldn't really wear clothes like that."



(Black Muslim, non-equestrian)



It's not just my heritage, it's also the class connotations that are inextricably linked with the sport. I don't believe I could ever feel like I belong.



(Mixed, £50,000–£79,999)

LACK OF AWARENESS

Many survey respondents, the majority of whom identified as Black, reported that they did not know the location of their local equestrian centre and did not have sufficient knowledge about equestrian activities in their area.


I'd be interested in horse riding lessons for my daughter but wouldn't know where to start.

(Black, £30,000–£39,999)


I live in an area where there is green space and horse stables, but have no information and it's not promoted at all.

(Black, £50,000–£79,999)

LACK OF DIVERSITY

Respondents described 'a missing diversity ethos' in terms of visible ethnicity and ableness, both in real life and the media.


I watch equestrian sports during the Olympic Games and there aren't many participants who look like me which somewhat deters me from this activity

(Black, over £80,000)


I went riding once as a birthday treat and noticed I was the only non-white person there. I did not feel welcomed at all, but I would still very much like to try it again, perhaps at a different venue.

(Mixed, £50,000–£79,999)


I believe if properly promoted and more access given, equestrian activities would be awesome activities to experience with friends, family and workmates

(Black, £50,000–£79,999)


I live near a stable, I think it's probably expensive. I don't really know how my sons would start, what we should book them on, what type of activities are available to them.

(White parent of mixed Asian children, non-equestrian)


They've always noticed her. She stands out because she isn't white. We notice the additional criticism we face because we're not white. We have to work harder, be better.

(Asian, equestrian)


It would be nice to have trainers that look like the children or students that aren't represented normally, so that there is a sense of safety and comfort

(Black, under £49,999)

BULLYING AND RACIALISED EXPERIENCE

Within the survey responses, incidences of bullying and racialised experiences did emerge from participants currently involved in equestrian activity.

 My daughter (15) gave up riding because of bullying and racism. The last time she rode, she competed for her local club, winning them three competitions. They went off to celebrate as a club, but left her in the car park with her horse. My daughter asked me when she would be good enough for them. She quit riding that day and hasn't returned since. 

(Black, equestrian and business owner)

 I have been riding my whole life but only in recent years I started wearing my hijab. Since wearing it and returning to riding, some of my experiences have been so uncomfortable and painful that I and my colleagues are seriously concerned about the welfare of our young people who come from diverse backgrounds." 

(Other ethnicity, equestrian workforce)

 Even though we could afford it, it was discrimination, racism and the microaggressions that stopped us, not the fact that we couldn't afford it. 

(Black, equestrian)

LATENT DEMAND

The uptake in alternative structures shows there is demand for equestrian activity that continues to go unmet for various reasons including lack of awareness, lack of diversity and affordability.

 I'd like to take my children riding but I don't know where to go. If there was a stable near me, I'd go, but the closest is an hour away... We live in the city so I'm not sure of where we can go. 

(Mixed Black, non-equestrian)

 I got over a fear today, I got on a horse. I know it was only short, but it isn't something I would have done before [the taster day]. I would definitely come again!" 

(Black, non-equestrian)

 We've waited two years to come here. We could have gone to another site just to ride, I guess, but we really wanted to support this organisation and felt comfortable to try this out with them because we know they'll look after us. 

(Black, non-equestrian)

 If we could afford to, we would ride more. I want my daughter to take more lessons and she would like to train more, but the cost is too much and there aren't more affordable riding schools nearby. 

(Asian, equestrian)

PATHWAYS AND OPPORTUNITIES

Non-equestrians spoke often of lacking awareness about opportunities to engage with equestrian activities, commonly feeling that opportunities were not marketed to them, contributing to the feeling local riding schools and centres were 'hidden away'.

 There isn't a pathway from novice to elite equestrian for BAME people. It's not clear what they need to do. They need access to space and BAME people don't have those connections, the pathway isn't there. That's the pathways we are trying to create to support them over a generation. 

(Black, equestrian and business owner)

 We don't know what is next or what my daughter has to do to get the right opportunities. She's winning at the moment, but we're held back because we're reliant on what they decide and not on who deserves the opportunity. 

(Asian, equestrian)

 I know about the qualifications, but I'm forging my own way to competing. Without someone in my family who's done this before, I don't know what competitions I should be entering or what I should be focusing on. I'm just trying to work out what next and if I can afford to pay for the next opportunity. 

(Other ethnicity, equestrian)

HORSES FOR HEALTH AND HAPPINESS

The benefits of being around horses to an individual's mental health and wellbeing were described by many survey respondents.

 "I love working with horses and I believe they are fantastic for our mental health."


(White, over £80,000)

 I'm a horse-mad girl. I will always recommend it to anyone, regardless of the barriers. 

(Mixed, over £80,000)

 I would describe it as love – it's about the horse, whatever you feel, they feel. You have those days you don't want to see any humans... and you walk on the yard and you just feel so much better. 

(Other ethnicity, equestrian workforce)

 I can come here whenever, sometimes I'll be at home all day and think why I didn't go in, even on my days off because I really love the horses and you get a relationship with a horse and they make everything feel better." 

(Black, equestrian rider and volunteer)

ALTERNATIVE STRUCTURES FOR INCLUSION

For many, the only solution to combatting elitism, lack of diversity and racism is the creation of riding schools, training opportunities and equestrian centres directed at underrepresented communities. These 'alternative structures' provide a space tailored to the social and cultural needs of the underrepresented groups.



We come here because it's different to other yards, the way we learn is different, even the horses feel different because we train them how we would do it, not based on what anyone else says is right.



(Mixed Black, equestrian)



I'm happy there is somewhere that is Muslim Friendly. We would have tried horse riding somewhere if we hadn't seen this place advertised but it does give us reassurance that we will be comfortable."



(Other ethnicity, equestrian workforce)



"...we're done talking about our experiences. Everyone knows racism exists, everyone knows we have additional barriers to get involved, they haven't changed. It's about representation, finance and opportunity. So now we've said it again, support what we're doing.



(Other ethnicity, equestrian workforce)



It's only when we do it for ourselves that people notice... We're here, I'm doing the work, just come down to our riding school and you'll see 10, 15 Black Kids, Muslim Kids getting involved... What changed it for us was when we set up by ourselves. That was part of the solution. Provide the support that equestrians from the Black community or Asian community need to set up something, then people will come, there's so much demand."



(Other ethnicity, equestrian workforce)



AKD RECOMMENDATIONS



Following the analysis of the research, AKD Solutions set out 11 recommendations:

1. A universal commitment to anti-racist and anti-classist equestrian environments

Within British Equestrian and its member bodies, there's a need for processes, policy and practice relating to the handling of racism and classism to be synchronised.

2. Open door complaints and grievance practices

As more underrepresented groups engage with British Equestrian and member bodies, natural conflict can arise from difference. A clear, accessible, fair and explicitly outlined complaints and grievance process at all levels is necessary to support, including the availability of culturally competent supporter advocates.

3. Clear merit-based progression

Progressive pathways for both on and off the horse careers need to be clearly and explicitly outlined and ideally synchronised across member bodies. This would open up volunteer, workforce, professional and volunteer opportunities to a larger pool of passionate and skilled individuals.

4. Build strong partnerships with alternative structures and diverse spaces

Alternative structures function as a hub for diverse talent, community engagement and a source of information on underrepresented populations. However, the precarity of their financial position means they lack the resource to invest significantly.

5. Invest in urban equestrian centres

A significant proportion of underrepresented ethnicities and socio-economically underserved communities with equestrian interest are based in urban areas and face barriers to rural activity so there should be a focus on creating equestrian hubs within diverse communities.

6. Keeping records of diversity indicators

Across the federation, data should be collected on ethnicities, socio-economically underserved and other relevant demographics on participants for regular review, with a view to compare, assess, plan, execute and review engagement studies in underrepresented groups.

7. **Creating regular industry check-ins which promote diversity**

The equestrian sector should engage equestrians and potential equestrians in conversation. There's a clear willingness to engage and interest in the industry from underrepresented communities and inclusive spaces should be accessible with encouragement given to attend and contribute.

8. **Plan generationally**

Underrepresented groups are missing from generations of equestrianism and to reverse the trajectory, commitments to long-term planning and support are key to strategies which span 10–15 years.

9. **Lead from the front on diversity and make the changes you want to see**

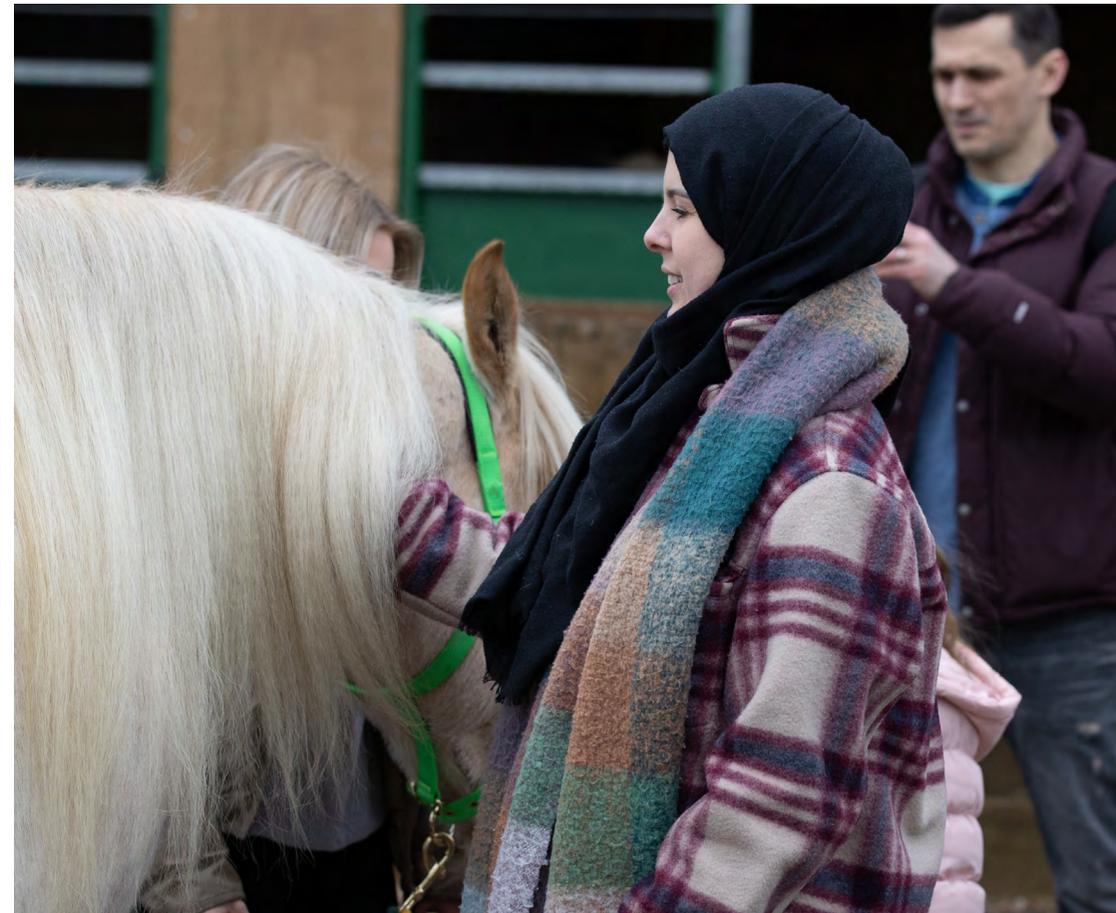
As leaders of the industry, British Equestrian and member organisations should have management and senior leadership teams which are reflective of the diversity they wish to see in the industry.

10. **Address financial, structural and social barriers to engagement**

A strategy which addresses affordability, cultural experiences and needs of underrepresented communities and better illustrates the benefits of equestrian activity and its benefits should be formalised and implemented.

11. **Improve experience and generate new advocates**

The equestrian industry includes many who are passionate about horses but their access, participation and experience are impacted negatively and they become 'passive'. The quality of experience and care of people should be a core focus to turn them into advocates which reflect their passions.



This report presents a huge opportunity to make equestrianism inclusive and more diverse. Through collaborative, targeted and adequately resourced opportunities within less affluent and ethnically diverse communities, the equestrian industry can benefit from wider engagement, more talent and investment. At present, the demand for equine activity in diverse communities often goes unmet and many equestrians from diverse backgrounds struggle to find their place within the industry. Unmet demand and poor experience contribute to the lack of ethnic and socio-economic diversity. British Equestrian and other industry bodies must act intentionally to change the industry landscape.

Key points:

- equestrian activity is socially, culturally and emotionally valuable
- negative race and class experiences are common
- representation and visible diversity matter
- meeting demand requires widespread support
- inclusion, equality and equity should be core values.

Overall, to engage a wider population, British Equestrian and member bodies must address issues of inclusivity, affordable access, diverse representation, funding, and operational support for equestrian centres in ways that embed anti-racist, racial equity and anti-classist values. The commonality and shared views of respondents regardless of race or financial means indicates the need for a cultural change within the equestrian industry.



OUR RESPONSE

The Board and team at British Equestrian have worked collectively through the report in collaboration with our member bodies, and acknowledge the findings and recommendations from our research partner, AKD Solutions. It was important to us that we could begin to get a holistic understanding, provide safe spaces for people to speak and build trust with the communities that we have historically least engaged with.

The data and insight provide a hugely beneficial base for us to understand the current situation, which will help give us clear guidance in how to authentically progress our EDI vision. It is imperative that we see this as a catalyst for driving positive change that will help shape the future of equestrianism. We commit to creating a dedicated strategy with clear actions and accountability to produce tangible results.

The systemic inequalities that exist in society also flow through the [sport and physical activity sector](#). We're playing our part in helping to address this collectively with other organisations across the wider sector who are already on this journey. We will be proactive in addressing the imbalance and we will commit to creating the change we want to see.

Across the federation, we've gone through consultation to work on how we can collectively action the recommendations provided by AKD to remove the barriers for under-represented communities within equestrianism. To embed inclusive practices, we have opted for a phased approach, breaking things down into what we can achieve in the short, medium and long-term.

We acknowledge that creating meaningful and lasting change will take time, but collectively we are committed. This is just the beginning of our journey towards building a more inclusive equestrian community that is reflective of Great Britain.

WE COMMIT TO...

- leading from the front and embodying the change that we strive for.
- listening, learning and evolving.
- continually reviewing areas for improvement, tracking progress, and holding ourselves to account.
- ensuring we create psychologically safe spaces to encourage sharing of experiences, as understanding is a necessary step to finding solutions.
- actively practising allyship, championing change and creating a safe and inclusive environment for everyone.
- identifying exclusive practices, systems and processes, working to address this where possible.
- being patient, consistent and staying resilient as we work towards lasting change.

OUR COMMITMENTS

1. A universal commitment to anti-racist and anti-classist equestrian environments

In the short-term (1 year)

Federation-wide, we will:

- commit to a shared code of conduct and standards of behaviour across our organisations.
- adopt consistent language, policies, and strategies to ensure that our actions are aligned with our organisational values.

In the medium-term (2–5 years)

- We will encourage the wider equestrian industry that sits outside our member bodies to use the recommendations to support their work.

In the long-term (5–10 years)

- Together, we will help shape, influence, and drive positive cultural change throughout the equestrian sector, by establishing a strong reputation for fairness, openness and equality.

2. Open door complaints and grievance practices

In the short-term (1 year)

- We will investigate a harmonised case management process that can be adapted across the federation.
- We will establish a clear 'report a concern' process and defined reporting lines that can be adapted and used as best practice.

In the medium-term (2–5 years)

- We will agree and recommend a case management process that can be implemented for cross-federation use.

In the long-term (5–10 years)

- We will collectively commit through our organisational strategies to ensure that the care of our people is at the centre of everything we do.

3. Clear merit-based progression

In the short-term (1 year)

- We will universally commit to providing equal opportunities for all, across the federation's activities, to enable any individual to participate, fulfil their sporting aspirations and career potential.

In the medium-term (2–5 years)

- We will establish clearly defined structures, with a user-friendly guide signposting best practice and access points/pathways that offer merit-based progression, regardless of background.

In the long-term (5–10 years)

- We will create and promote environments that are welcoming, inclusive, and accessible for all, mitigating barriers to participation and obstacles to progress.

4. Build strong partnerships with alternative structures and diverse spaces

In the short-term (1 year)

- We will make connections with alternative structures and diverse spaces both within and outside the equestrian community.
- Through these connections, we will further improve our understanding of the barriers faced by underrepresented groups and strengthen our efforts to address them.

In the medium-term (2–5 years)

- Fully engage with people from alternative structures and diverse spaces to start building partnerships through working together to support their viability, growth and position in the industry.

5. Invest in urban equestrian centres

In the short-term (1 year)

- We will analyse and share the results of research into the business models of urban equestrian centres conducted with the Sport and Recreation Alliance. Using the findings, we will help develop organisational plans to support equestrian businesses in urban settings to help sustain and grow existing centres.
- Our commitment to fostering growth and enhancing capacity in urban riding schools will continue, particularly in densely populated and diverse areas across the UK.

In the medium-term (2–5 years)

- Based on the urban centres research findings, we will explore the potential to bring urban equestrian opportunities to areas where there is untapped demand.

6. Keeping records of diversity indicators

In the short-term (1 year)

- We will start by creating a baseline on diversity indicators across the federation.

In the medium-term (2–5 years)

- We will utilise knowledge and metrics to track progress and identify areas for improvement.

In the long-term (5–10 years)

- We will create tools to monitor and develop high quality insight that will help inform and provide guidance for decision-making at all levels across the federation.

7. Creating regular industry check-ins which promote diversity

- We will co-ordinate regular check-ins with relevant stakeholder groups and communities as part of the federation's operational plan.

8. Plan generationally

- We will work together to evolve and develop the industry framework to ensure it remains relevant and effective in promoting equality, diversity and inclusion within the federation and within industry participation.

9. Lead from the front on diversity and make the changes you want to see

In the short-term (1 year)

- Foster a culture that values and respects differences, and encourages open and honest dialogue on EDI issues.
- We will hold ourselves and our leadership accountable for promoting and demonstrating a diverse and inclusive culture, challenging and addressing behaviours that do not align with EDI values.

In addition, we will:

- develop an equality, diversity and inclusion strategy, which will help to inform member bodies' own EDI plans
- develop an education programme for BEF and member bodies that can be incorporated into their own EDI strategies.

In the medium-term (2–5 years)

- British Equestrian will incorporate their EDI strategy into their own operational planning and encourage member bodies to ensure EDI matters feature in their own operational plans.
- We will work to foster a culture that actively promotes, encourages and welcomes people from underrepresented groups into the workforce through our organisational strategies.

In the long-term (5–10 years)

- We will continuously adapt our approaches, processes, and policies to meet changing requirements and set a strong example to others.

10. Address financial, structural and social barriers to engagement

In the short-term (1 year)

- Through forming stronger partnerships with diverse communities, we will gain a deeper understanding of opportunities to discover talent in underrepresented groups.
- In the development of our EDI strategy, significant attention will be given to the barriers preventing initial engagement with equestrian activity.

In the medium-term (2–5 years)

- Through strong messaging, we will highlight the benefits and value proposition of equestrianism to increase visibility and relevance.

11. Improve experience and generate new advocates

In the short-term (1 year)

- We will begin by actively listening, learning and adapting to enhance the experience and the customer journey for everyone within our industry.

In the medium-term (2–5 years)

- Working with member bodies, we will deliver EDI training across the sector to educate our stakeholders and improve experience.
- We will share best practice for customer experience and delivery for all customers.

In the long-term (5–10 years)

- We will forge local and regional partnership opportunities with community organisations and stakeholders to mitigate the barriers to participation.



NEXT STEPS



We believe that diversity and inclusion are essential for creating a vibrant and healthy community within the equestrian world. By embracing and celebrating our differences, we can learn from each other and work towards a more equitable and just future. Every one of us has a part to play in ensuring that our community continues to be welcoming and inclusive to anyone who wants to participate, whether that means speaking up, listening attentively, or questioning unjust practices. By embracing and appreciating each other's unique perspectives and contributions, we aim to create an inclusive community where all members of the equestrian world can thrive.

We are in the process of developing a comprehensive equality, diversity and inclusion strategy to help us improve in areas across all the intersections of society, with support from external independent consultants. A large focus for us is an internal education programme that helps support people driving inclusion work forward. It's important to us that we now provide space for people to digest the findings, understand different perspectives and identify how people can evolve their thinking.

British Equestrian is committed to continuous improvement of our plans, actions, targets and outcomes. We will continually report back on our progress against our own targets which may require support in the future by other stakeholders. More information on our equality, diversity and inclusion commitments can be found [here](#).

[The complete AKD Solutions report can be downloaded here.](#)

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Our member bodies who have been incredibly engaged and committed throughout the project, further endorsed by their ongoing collective willingness to strive for a diverse and inclusive equestrian community.

GLOSSARY OF TERMS

Ethnically diverse communities – percentage of the population that might identify as being from a Non-White community. [Click for further information.](#)

Equality – people receiving the same treatment (Cambridge dictionary definition).

Equity – being aware that not everyone starts from the same starting line in life and providing resources to improve inequality.

Inclusion – ensuring all feel respected, valued, safe, trusted and have a sense of belonging. It's about affording individuals the opportunity to be themselves and do their best work, valuing difference and recognising equality.

Underserved communities – previously known as low socio-economic status or people with little to no disposable income.

Note: terminology given is as per Sport England and other national governing bodies.