



BRITISH  
EQUESTRIAN  
FEDERATION

**Welcome**

**hoof**  
AN EQUESTRIAN LEGACY

**EAST MIDLANDS**

**Moulton  
College**  
NORTHAMPTONSHIRE  
Profit through Skill

 **SPORT  
ENGLAND**

**Scotts**  
OF THRAPSTON



BRITISH  
EQUESTRIAN  
FEDERATION

# Welcome

**Gill Barham**

**Regional Development Co-ordinator for the East and East Midlands, BEF.**



## Aims of today



- Introduce the HOOOF brand and concept
- Network/Collaborative thinking
- Identify Opportunities
- Listen
- Enjoy!



BRITISH  
EQUESTRIAN  
FEDERATION

## Agenda

**hoof**  
JOIN THE RIDE

- 4.30pm **Arrival & registration**
- 4.45pm **Welcome & Introductions**
- 5.15pm **The Sporting Landscape & Equestrian**
- 5.45pm **Hoof - an Olympic Legacy.....the model**
- 6pm **Is marketing really for me?**
- 6.40pm **Refreshments.**
- 7.05pm **Marketing workshop & feedback**
- 7.25pm **Your local County Sport Partnership**
- 7.55pm **Hoof opportunities, funding info, shaping your network & close for 8.30pm**

# Who we are?



- Membership Organisation
- Represent 18 independent member bodies providing one voice
- Funded by Sport England and UK Sport
- Head Office in Stoneleigh, Warwickshire
- Total of only 20 staff - 5 part-time regional coordinators working across the regions



BRITISH  
EQUESTRIAN  
FEDERATION

# Why?



we're **ontrack** for 2012  
...be part of the journey

[www.equestrianteamgbr.co.uk](http://www.equestrianteamgbr.co.uk)

## 397 DAYS



**hoof**  
AN EQUESTRIAN LEGACY



# Journey so far.....



Grow



Sustain



Excel



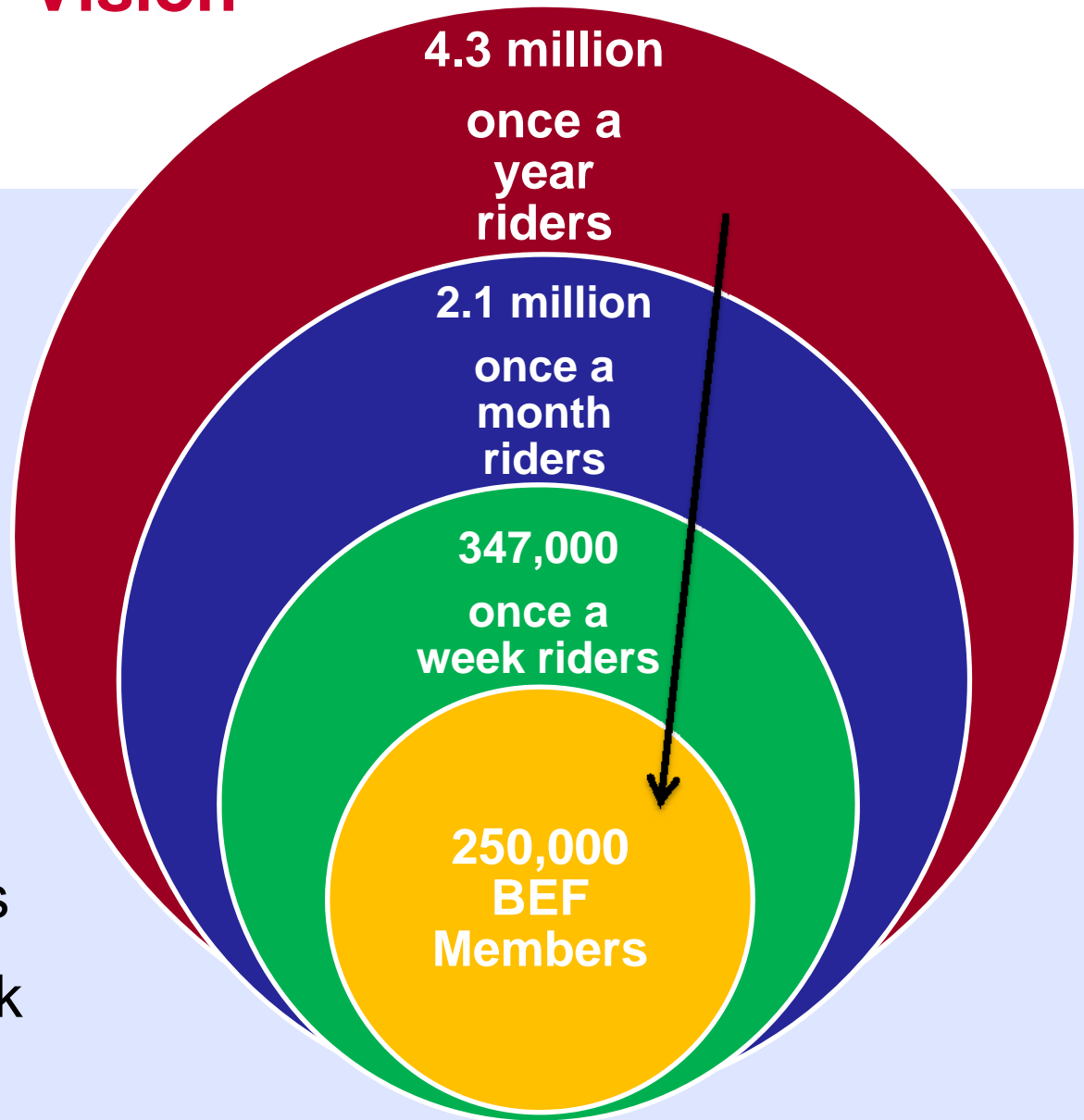


**BRITISH  
EQUESTRIAN  
FEDERATION**

# Vision

- More People**
- More Horses**
- More Places**
- More Medals**

Target: 43,000  
more participants  
riding 1x per week  
by 2013



# How ? The 'Grow' Plan

## Develop

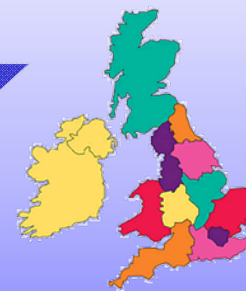
a 'National Hoof' Brand and PR campaign



**hoof**  
JOIN THE RIDE

## Empower

9 'Regional Hoof Networks' across England



## Deliver

 via the Hoof Network in each region:

Hoof Riding

Hoof Business

Hoof People



Growth





BRITISH  
EQUESTRIAN  
FEDERATION

**hoof**  
AN EQUESTRIAN LEGACY

## Riding

- Programmes aimed at getting more people riding

## Business

- Toolkit – to empower/support business/groups
- Network events
- Virtual forum
- Regional links to other Hoof networks

## People

- Communication/PR
- CPD opportunities (workshops/guest speakers)
- Staff Training & Skill development
- Volunteers – recruit, retain, reward & recognise

# Over to you...



1. Who you are?
2. What you hope to get out of today?
3. Your first Equine moment/experience?





BRITISH  
EQUESTRIAN  
FEDERATION

## Agenda

**hoof**  
JOIN THE RIDE

- 4.30pm Arrival & registration
- 4.45pm Welcome & Introductions
- 5.15pm **The Sporting Landscape & Equestrian**
- 5.45pm Hoof - an Olympic Legacy.....the model
- 6pm Is marketing really for me?
- 6.40pm Refreshments.
- 7.05pm Marketing workshop & feedback
- 7.25pm Your local County Sport Partnership
- 7.55pm Hoof opportunities, funding info, shaping your network & close for 8.30pm



BRITISH  
EQUESTRIAN  
FEDERATION

# Maggie Still

## The Sporting Landscape & Equestrian