



BRITISH
EQUESTRIAN
FEDERATION

Welcome



EAST





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



- | | |
|--------|--|
| 5pm | Welcome & Introductions |
| 5.20pm | The Sporting Landscape & Equestrian |
| 6pm | Hoof - an Olympic Legacy.....the model |
| 6.15pm | The Gold Challenge |
| 6.45pm | Refreshments. |
| 7.15pm | Your local County Sport Partnerships |
| 7.45pm | The Riding School - round table discussion |
| 8.05pm | Feeding the team GBR horses |
| 8.20pm | Hoof opportunities, funding information & shaping your network - round table discussion |
| 9pm | close |

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

388 DAYS



hoof
AN EQUESTRIAN LEGACY



Journey so far.....



Grow



Sustain



Excel





BRITISH
EQUESTRIAN
FEDERATION

Vision

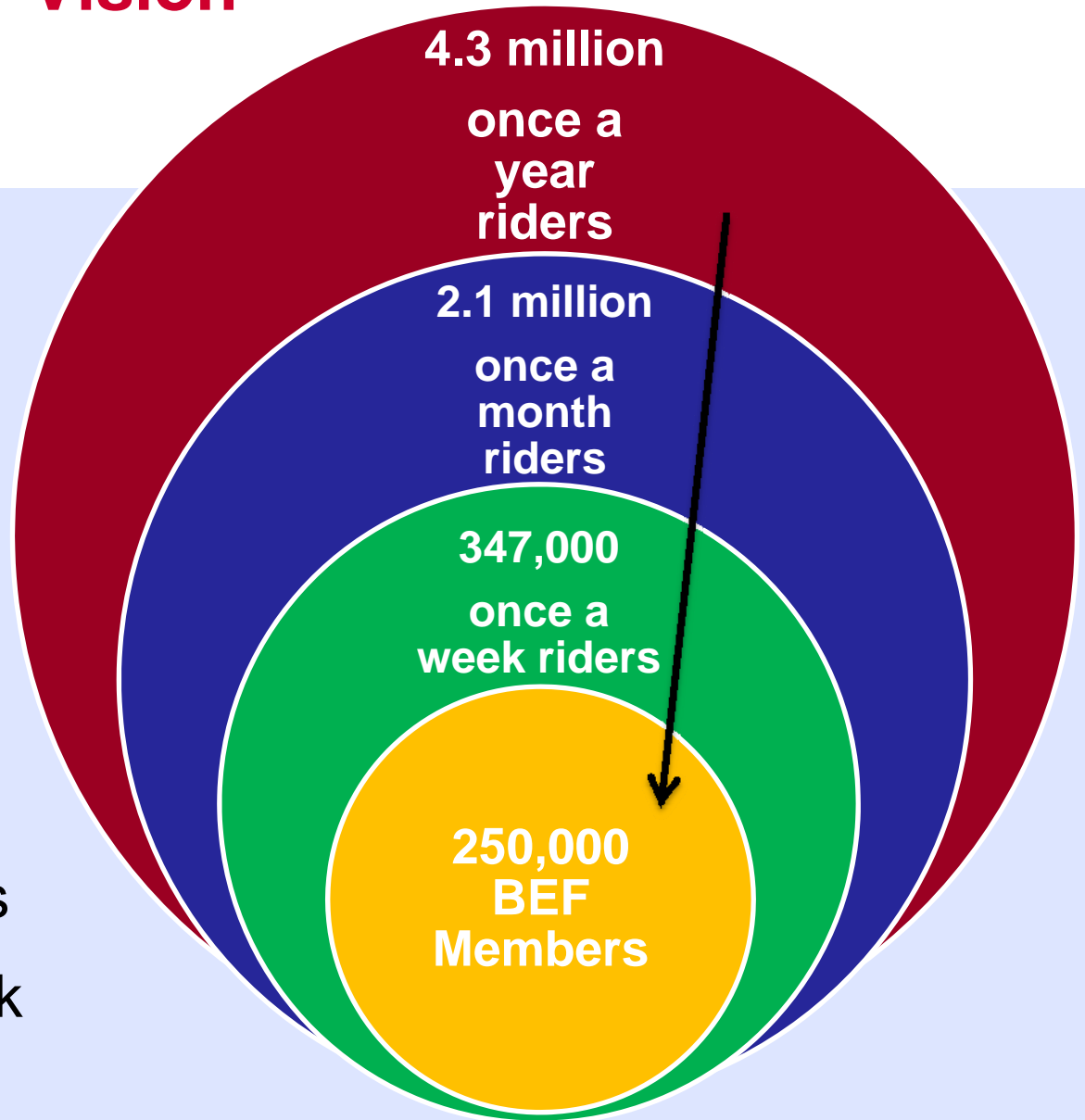
More People

More Horses

More Places

More Medals

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



How ? The 'Grow' Plan

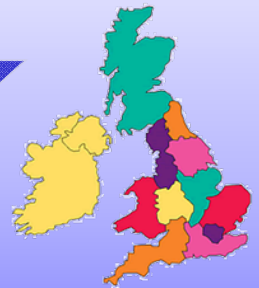
Develop

a 'National Hoof' Brand and PR campaign



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

- 5pm Welcome & Introductions
- 5.20pm **The Sporting Landscape & Equestrian**
- 6pm Hoof - an Olympic Legacy.....the model
- 6.15pm The Gold Challenge
- 6.45pm Refreshments.
- 7.15pm Your local County Sport Partnerships
- 7.45pm The Riding School - round table discussion
- 8.05pm Feeding the team GBR horses
- 8.20pm Hoof opportunities, funding information & shaping your network - round table discussion
- 9pm close



BRITISH
EQUESTRIAN
FEDERATION



Phil de Glanville

The Sporting Landscape & Equestrian