

# Riding By Your Side 2021

AN OVERVIEW OF ACTIVITY





Home Sweet Rehome: Second Chance programme pony Angus being handled and groomed at BHS Approved Marros Riding Centre

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About The British Horse Society

# Vice-Patron's Introduction

The British Horse Society's Annual Report and Financial Statements for 2021 effectively demonstrate the Society's emergence from the challenges of the pandemic with a strong platform for the future. As we increasingly return to the pastimes, activities and events that we love, and have so missed, The British Horse Society will more than ever be a trusted source of advice and support for the equestrian community. I believe the extra resilience, experience and knowledge it has gained over the last couple of years will add immeasurably to what it does.

I was fortunate to experience the work of the Society first-hand during 2021. In September I was invited to one of the Society's Healthcare and Education Clinics, a pioneering educational initiative to combat the horse welfare crisis, prevent overbreeding and to facilitate compliance with equine identification legislation. These clinics, so ably supported by the volunteer vets from the British Equestrian Veterinary Association, build relationships with local communities and provide healthcare and awareness where it may otherwise not be available or sought.

I was also delighted to attend the Society's Annual Awards in November, at Newbury Racecourse, to recognise the achievements of the volunteers and supporters which make such a positive contribution to the charity's work. It was wonderful to be able to celebrate the Award recipients for both 2020 and 2021, and to experience one of the Society's hugely enjoyable Charity Race Days, which are now becoming a regular feature in the equine calendar highlighting the many strands of the Society's activities. I congratulate the Society's trustees, executive team, volunteers and partners on a successful, impactful year and along with many of the Society's followers I look forward to the 75th Anniversary celebrations commencing later this year.

Anne



Her Royal Highness The Princess Royal attending the 2021 BHS Annual Awards, where the achievements of volunteers and supporters are celebrated



A cob stallion being assessed for a castration procedure shortly after his arrival at the clinic, watched



Her Royal Highness observing a recumbent castration of a young foal during her visit to a 2021 BHS Healthcare and Education clinic

# Chairman's Introduction

Looking back, what a challenge the last two years have been. But looking forward, what a position of strength the Society finds itself in.

In our introduction to last year's annual report we were able to outline how well the BHS has served its membership and the wider public in response to the most extreme conditions of the pandemic, in the face of national and international hardship and the most sustained attack on livelihoods, health and mental health of modern times. These challenges continued into and throughout 2021. We built on the experiences and lessons of 2020 and our organisational preparedness ensured we were resilient and proactive, and a source of advice and guidance to all equestrians as we steadily emerged from restrictions to a more normal way of life.

As an organisation we continued to adapt to those circumstances, with our employee team working from home and headquarters in whichever combination and proportion worked best for their particular specialism, department, customers and stakeholders. Throughout, we have prioritised the safety and wellbeing of our people wherever they are located. Our technology has stood the test, and we were able to engage our committees, advisory groups and many other audiences in a hybrid of video calls and face to face meetings. While we will retain the practical, virtual platform, being able to engage with our members in a more personal way has been one of the positive themes of 2021, which has happily continued into 2022.

As the situation was evolving for the nation as a whole, it was for the Society too. The trustees continued the strategy of applying BHS resources where they were needed most. In the following pages you will be able to read in detail the areas where we have made an impact over the year and into 2022.



Being able to engage with our members in a more personal way has been one of the positive themes of 2021

Our Hardship Fund, initiated in 2020, continued throughout the first quarter of the year to provide feed and forage, bedding, farriery and essential veterinary treatment for horses and ponies in BHS Riding Schools and Centres. As activities started to open up more, our main support mechanism then became our own version of Bounce Back Grants – to support the return to participation across the industry and the enhancement of equipment and facilities available in BHS accredited venues.

We have again risen to the challenge to identify, maintain and promote safe areas to ride.

Our Safety Department continues to work collaboratively with many agencies and authorities – promoting the rights of, and seeking to improve the experience of horses, ponies and riders when using the national road network. Following on from the successful introduction of the Horse i app, an innovative tool for reporting horse related road incidents,

and the increased awareness through the Dead Slow campaign, we played a vital role in formulating the proposals for the recognition of vulnerable road users within The Highway Code that went to Parliament in December of 2021, which became reality when the revised code was issued in March of this year.

Throughout 2021, with the 2026 cut-off date for the recognition of bridleways in England and Wales getting closer, our Access Team accelerated our work to record and save historical bridleways from disappearing. We were on target with our number of applications made in 2021 to ensure those routes were recorded on the definitive map. It was encouraging when the postponement of the deadline was announced in March of this year, but irrespective of the deadline, this valuable work continues.

Our renewed programme of equine welfare and care events grew with the increased ability to go out and about in the year, visiting communities, building relationships and increasing awareness of the whole range of horse health and wellbeing issues. Add to that our partnership working in terms of research to combat equine diseases, and our impact in this area continues to be significant and pioneering.

Our positive financial performance over the last two years has allowed us to enhance our designated funds and earmark resources for projects and programmes which will build on the impact that is included within this report.

As world events occupy all our minds, the trustees have been conscious of the potential impact on our international work. In recognition of the many practical and logistical challenges we have faced in this area the trustees have understandably decided to consolidate, preserve and protect rather than invest and expand in this area. As we are ruling off on 2021, and 2022's cost

of living crisis intensifies in the UK, we will undoubtedly be facing new challenges.

I am delighted to report that in the recent trustee elections I was re-elected to the board as a Generalist Trustee. Also, please join me in congratulating Sally McCarthy and Sarah Simpson who were also re-elected to their roles as Generalist Trustee and Specialist Trustee for Education respectively. We extend a warm welcome to Nicola Greenwood who replaces Fran Mason as Specialist Trustee for Access. A big thank you to Fran, who steps down having completed her term of office. We also welcome Beverley Simms, our most recently co-opted trustee who specialises in equality, diversity and inclusion and will lead the development of our work in these areas.

Join me in thanking our trustees, volunteers, members, supporters and partners and our entire staff team as you read through the achievements contained herein.

As we prepare to meet the challenges ahead, the Society certainly has a great platform for the future.

Tim Lord  
Chairman

The Board of Trustees, which also acts as the board of directors for the purposes of the Companies Act, presents the Society's Annual Report and Financial Statements for the year ended 31 December 2021. In doing so the trustees have adopted the provisions and guidance of all relevant legislation and standards.

# £ 2021 ↑

at a glance

Summary and Highlights



## FINANCIAL HIGHLIGHTS

# £14,016,000

With a return to a more normal level of activity total income increased by 15% from £12,144,000

# £5,698,000

Unrestricted undesignated reserves at the year end

# £12,473,000

Invested in our charitable activities, a 10.5% increase on the previous year

## ★ SOCIETY KEY HIGHLIGHTS

# +1,100

new joiners, ending 2021 with 117,420 members



# 4.19%

growth in UK membership

# 1,100+

dedicated volunteers helped with local events and supported our Welfare, Safety, Access and Fundraising work

# £168,000+

awarded to 71 centres for equipment purchases supporting increases in participation and diversity



12 new centres welcomed into the Approved Centres scheme during 2021, with a further 28 applications pending

## ACCESS



973  
DMMO  
Project 2026  
applications

1 January  
2026

Successful lobbying for an extension to the 2026 cut-off date



21  
further Access Field Officer posts appointed, covering North & North West and Wales



1,688

access enquiries responded to per week on average

The British Horse Society's  
**RIDE OUT UK**

35

Ride Out UK events



80

Scottish planning consultations responded to

£24,000+  
raised towards the Ride Out Fund  
£££££

## EDUCATION



4,500+  
career pathway  
assessments delivered



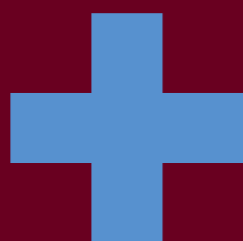
10,000

Pony Stars packs delivered, facilitating over 500,000 challenges for junior riders

Development and pilot of an Inclusive Coaching level 3 qualification



Developed an equestrian-specific mental health first aid course



## FUNDRAISING AND ASSOCIATED INITIATIVES

Continued to grow the contribution from charitable trusts and granting bodies, in line with our charitable objectives



Grant secured from the Road Safety Trust for joint research with Cycling UK

3 years

of committed support for the Equine Grass Sickness biobank project being carried out by the Moredun Foundation



£50,000

to support our campaigns was generated by the 20 sponsored riders and auctions held at our charity Race Days at Wetherby and Newbury



65

horses rehomed through our Second Chance programme

## WELFARE

45

events nationwide attended by the BHS Horse Care and Welfare Vehicle



1,284

horses and 1,159 horse owners engaged with



1,310

new welfare concerns handled by the front-line team. These concerns involved 3,342 horses

66

colts and stallions castrated



10,732

people supported by the Welfare Helpline with a wide range of care and welfare topics



1

new Welfare Field Officer post appointed



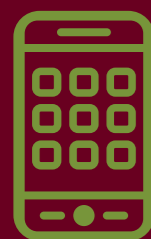
97 owners were supported by our Friends At The End volunteers and staff - more than double the number in 2020



3,463

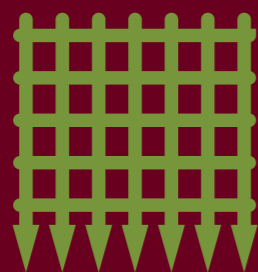
passports processed

## SAFETY



300%

increase in reported incidents following 12,000 downloads of the Horse i app



New Highway Code proposals for vulnerable road users laid before Parliament

Partnered with Police Units across the UK with 'Close Pass' operations in identified safety hot spots



# Strategic Report

➤ Although our plans for 2021 had to be adapted due to the coronavirus pandemic, we continued to make significant impact throughout all our areas of work and across the UK, as outlined across the following pages.

During 2021 we focused on continuing the resilience the Society had shown throughout the turbulence of 2020. The regular and systematic forecasting, modelling and agile approach has continued and will inform our activities for 2022 and beyond.

The trustees have adhered to the principles in our Strategic Plan 2019-2024, although the significance of the global pandemic has meant we have had to flex and adjust accordingly within our guiding principles and objectives.

The economic fall out of the global pandemic, Brexit, and other world events may only just be manifesting themselves - and if the experiences of 2020 and 2021 have taught us anything, it is that we wish to continue to support, advise and protect our beneficiaries and stakeholders within the boundaries of our charitable objectives, while making the necessary business developments to ensure the sustainability and effectiveness of the Society.





The British Horse Society's  
**RIDE OUT UK**

## Enabling Access

The BHS Access team continues to raise the visibility of equestrian access issues across the country. There is a constant demand for access advice, with the team responding to an average of 1,688 enquiries a week.

During 2021, we continued to invest in our regional access team, with two new Access Field Officers, supporting Wales and our North and North West regions. We also held

the Society's first ever virtual UK-wide Access Conference, which was a huge success with over 80 delegates attending.

Our Ride Out UK (ROUK) campaign remains popular, with 35 ROUK events taking place despite the pandemic, 13 of them in Scotland. The campaign raised over £24,000 towards the Ride Out Fund, including the money raised through the Rideathon Challenge.

We continued to lobby in support of equestrian access and inclusion throughout 2021. We met with a number of senior politicians during the year.

Despite an extension on the horizon, our work to record and save historical bridleways continues. During 2021, 973 applications were submitted to record those routes on the definitive map, preserving the right of future generations.

Across the home nations, we have continued to highlight the need for equestrian access. We are now involved in many more national and local development plan consultations. During 2021, we responded to 80 Scottish planning consultations. We worked with visitor management projects in Scotland to encourage responsible behaviour in the increasingly busy countryside.

Access volunteers hacking along a newly-recorded Yorkshire bridleway



It was great to see our access volunteers being recognised outside the Society for the great work that they do. 2021 saw our regional access and bridleway officer for the South West, Adrian Bigg, voted Horse and Hound Volunteer of the Year.

Our support programme for volunteers in 2021 included 15 training days and a series of 19 seminars. In total, we trained more than 300 people.

### ACCESS VOLUNTEER

If this work is not done soon, on 1 January 2026, any routes that are not recorded on the Definitive Map could be lost - forever! Many volunteers are working beaver-like to claim routes that are missing or wrongly recorded before the cut-off date - but the volume of work is tremendous, and we really need more people to help.

I have the greatest admiration for all our BHS Access and 2026 Volunteers. The research is time consuming and intricate; it requires an investigative mind and an intrepid approach!

**Fran Mason**  
Former BHS Trustee





# Educating Equestrians

The first four months of 2021 continued to present some challenges due to COVID restrictions, particularly in terms of running assessments; however, the end of lockdown saw a significant change, with over 4,500 assessments taking place during the year.

We're continuing to develop our education programme, and in March 2021 we introduced our Pony Stars Junior Challenge Awards – a new initiative for children under 12. Delivered by our Accredited Professional Coaches and Approved Centres, the awards include 100 different topics that help children to discover, develop and nurture their love for ponies and the outdoors. Since the launch, we have delivered over 10,000 packs, facilitating over 500,000 challenges for junior riders.



We launched our new CPD Risk Awareness course, and also worked with our current first aid providers SkillsBase to develop an equestrian-specific mental health first aid course, equipping industry professionals with the tools and support they need to identify, support and signpost anyone who may be struggling with their mental health.

In addition, we have developed and piloted an Inclusive Coaching level 3 qualification supporting the development of soft skills. This programme will help coaches adapt their skills to meet the needs of a wide variety of clients. The qualification will be rolled out during 2022.

With the stop-start nature of the last two years, we felt it was important to re-engage with our coach and centre community, and we launched a programme of Back in Touch Days where we could share important updates and understand how the pandemic had affected the education landscape. We held 15 face-to-face events during 2021, with over 400 coaches attending.

## PONY STARS



We kicked off Pony Stars in June with our first group of 12 children, and it's been fantastic! I've been wanting the younger children to get the most out of their riding lessons and we were keen to develop something for them. Then Pony Stars came along! Shetland Striders is especially perfect for that demographic. I feel that we are delivering an honest programme as parents can see up-front what the kids are getting out of it through the books, and they are realistic goals for the children to achieve. The children love it and can't wait to earn their badges – they really want other people at the centre to know they are Shetland Striders!

Pat Bishop,  
BHS Approved Divoky Riding School



BHS President Martin Clunes and Olympic gold medalist Laura Collett at the launch of Pony Stars Junior Challenge Awards



# Raising Funds

During 2021, we continued to implement our fundraising strategy, including increasing the money we receive from charitable trusts and granting bodies. We were successful in gaining considerable support for our Changing Lives through Horses programme as well as securing a grant from the Road Safety Trust. We also continue to support the Equine Grass Sickness (EGS) project at the Moredun Foundation, and we have committed to raising funds for the next three years.



## REST, RECOVER AND REDISCOVER

Tommy and Angus didn't have the best start in life, but they will both make lovely riding school ponies - they just need lots of time and bringing on. They've already made themselves at home with us and all our clients, especially the kids. We worked out their characters pretty quickly - they lifted their isolation field gate off its hinges the very first night they arrived! My heart sank when I saw the empty field, and I thought 'Oh God! What on earth am I going to tell the BHS and RSPCA? I've lost their ponies!' But then I found them both absolutely flat out and snoring a few yards along the driveway. They're a terrific pair of personalities, and we're delighted to have them as part of our lives. They have a really bright and secure future here at Marros.

**Hazel Smith,**  
Marros Riding Centre

One of our key focuses during the year was legacy giving, and we held legacy days across the country where supporters saw first-hand the work that the BHS does, including meeting Second Chance ponies and Changing Lives through Horses participants. These days have been successful in encouraging supporters to leave a legacy and we're continuing them during 2022.

We held two successful 'Charity Race Days' in 2021 at Wetherby and Newbury; the Newbury raceday was combined with our Annual Awards. In total, 20 riders took part and, with the auctions held on the day, raised over £50,000 to support our campaigns.

### Changing Lives through Horses

The summer of 2021 saw the culmination of 18 months' work as we relaunched the Changing Lives through Horses (CLtH) programme, opening it up to participants aged 5-25, and aligning the programme towards school curriculums. We also launched brand new materials for the centres offering the programme. Due to COVID restrictions, we moved our centre training online, and developed a new set of training resources. This was an incredibly positive transition and means that we can train more centres without being restricted by location.

2021 was a year of growth: we approached our 1,000th participant and had 300 young people accessing sessions in over 35 centres across the country. This growth led to an expansion of our in-house team to support the programme going forward.

### Second Chance

Our partnership with the RSPCA continues to flourish, with 65 horses being re-homed into BHS Approved centres during 2021, with a total of 92 to date. Not every horse in charity care is fit for this scheme, so we have a stringent process ensuring the selected horses are fit for purpose.



Second Chance programme pony Tommy being schooled in hand by Hazel Smith, proprietor at BHS Approved Marros Riding Centre

CLtH participant Katie at BHS Approved Parbold Equestrian Centre

# Promoting Safety

After the challenges of 2020, the BHS Safety team had a successful 2021, and while our award-winning Dead Slow campaign educating drivers how to pass a horse safely on the road occupied most of our time and resources, we had a significant impact in many other areas during the year.

We've continued to be involved with road safety partnerships, police, fire, rescue services and driving instructors across the country, in addition to speaking and presenting to road safety professionals, and participating in many road safety webinars. We have held Road and Rider Awareness events, as well as training for commercial driving companies. We have also attended driving instructor conferences and major motoring events to educate drivers on how to stay safe on the roads around horses.

We have worked in partnership with local authorities, including placing Dead Slow signs at locations where several safety incidents have been identified or reported to the BHS, and also worked with mounted police units across the UK to run joint Close Pass operations in these incident 'hot spots'. These operations identify drivers who pass plain-clothed mounted police officers too fast or too close, and they are stopped and given Dead Slow education materials and advice.

The launch of our Horse i app in March 2021 made it much easier for all types of incidents to be reported. There was a great take-up of the app, as well as a 300% increase in reported events.



I was concerned about the behaviour of drivers in my local area - at one point we were run off the road by a van. It was frightening. I was loaning out my Shetland pony to a five-year-old girl and I was too scared to let her hack out. I just thought: this isn't right, I need to get help. Having the BHS stand behind me and confirm there was an issue with this road was a huge help in having my concerns pushed forwards. We've now put signs up highlighting the speed that drivers

should use when passing horses, which has led to drivers being more considerate. I've also become a safety volunteer, because I think if you're not being proactive, you can't guarantee anything will ever happen. From that first email contacting the BHS at the end of 2020, I've seen a massive difference and I hope to get other people involved as the more people that volunteer, the more we can spread awareness.

**Ella Scott, Safety Volunteer**



The 'Horse Incident Reporting Awareness Study' was published in November 2021, thanks to grant funding by the Department for Transport to review our Horse Incidents website with the aim of encouraging more equestrians to report incidents. In a great example of co-ordinated road safety, we were awarded a grant from the Road Safety Trust for joint investigative research with Cycling UK to evaluate if humanising riders and cyclists changes drivers' attitudes; the results were evaluated by Nottingham Trent University.

In December 2021, new proposals in the Highway Code for vulnerable road users were put before parliament. The proposals affecting equestrians, based around our Dead Slow campaign, are a significant step in making the roads safer for horses and equestrians, and wouldn't have been included without our influence.



# Increasing and Supporting Membership

We started 2021 with 116,320 members and ended with 117,420 – a net growth of 1,100.

Within the UK, we saw a 4.19% growth in membership, and we experienced our best retention figures to date. We attribute this to the significant improvements we made to our membership journey communications as well as our continued drive to serve the equestrian community.

Despite our best efforts, we were unable to extend our insurance outside of the UK following Brexit. This has led to the loss of many Gold members in Ireland.

We continue to strive to deliver high value for money with our membership offer, balancing the provision of attractive member benefits with the integral support for our charitable aims.



## BHS GOLD MEMBER JONTY

Disaster struck when I was hacking my Welsh mare Pol: I was fumbling to close a gate that needed tying with a rope when something spooked her slightly and the reins slipped out of my hands. She decided to head back to her field in a flat-out gallop - minus me. Ahead of her was a very fast road, and by the time I ran there, a car with a smashed wing mirror, damaged passenger side panels and a dented bonnet was already sat stationary; I'm quite glad I didn't witness the collision. I checked the vehicle occupants were ok, and went to find Pol, who was stood at her field gate. She had a broken bridle, scraped saddle (including the pommel) and a shredded hoof boot - but miraculously, she had come off very lightly, with just a scraped and swollen knee and a scratched groin. Her boots saved her from serious injury, considering how mangled they were, as without them this damage would have happened to her pastern and coronet.

This demonstrated to me that accidents can and do happen to anyone, regardless of experience. Had I not been covered by BHS Gold membership public liability cover I would have been hit very badly financially. It was dealt with very swiftly and was hassle-free. Whenever I ride, I take all precautions possible to ensure it's safe - but I am under no illusion how quickly things can go wrong and how important it is to have the right cover in place.





## Promoting and Supporting Welfare

We had an uncertain start to the year with our face-to-face events curtailed until the start of May due to the ongoing pandemic; all our spring Healthcare Clinics were postponed. As soon as possible, we were out in force with a full programme of proactive initiatives.



During 2021, our Horse Care and Welfare Vehicle attended a huge range of 45 events nationwide where we – quite literally – got ‘hands on’ with 1,284 horses and 1,159 horse owners. In the autumn, we held three Healthcare Clinics attended by a total of 116 horses, and at which 66 horses were castrated. These clinics aim to break the cycle of indiscriminate breeding, and are an opportunity to reach out to vulnerable owners and communities who may not normally seek regular healthcare for their horses. At our clinic

in Ashford, we were honoured to be joined by HRH The Princess Royal. Since we first launched BHS Healthcare clinics, an amazing 1,424 horses have attended and 666 have been castrated.

Our Horse Care and Welfare Helpline has supported and advised 10,732 people with a wide range of care and welfare topics. We increased our employed team of Welfare Field Officers with a brand-new role in the Midlands. Together with our team of Volunteer Welfare



Owners bringing their equines to a BHS Healthcare and Education Clinic



### JOE'S STORY

Owner Joe brought his Arab stallion Gravity to the BHS Healthcare Clinic in Ashford. Aged seven, Gravity was a more complex clinical case, but his castration proceeded without complications. Joe stroked Gravity's head while he recovered from his sedation and explained what a struggle he'd had to keep him well.

“This clinic is an absolute lifesaver. I lost my job during the pandemic, and we've used up all our savings. The vet quoted me £900 for hospital castration, and we just didn't have that kind of money. We had to move Gravity somewhere cheaper, but we couldn't find anywhere that would give a stallion turnout, so he's been inside and weaving all the time. He's lost so much weight from being inside



and I was horrified when we put him on the weighbridge today. But the BHS Field Officer was amazing – she was brilliant on the phone, and so helpful. We arrived today to find the clinic does teeth, feet and everything – amazing! Now Gravity's a gelding he can live like a normal horse with a better quality of life.”

Advisers, our front-line team handled 1,310 new welfare concerns involving 3,342 horses.

On top of our proactive welfare work, as an ID-only Passport Issuing Organisation we processed 3,463 passports during 2021.

We have supported many horse owners through our Friends At The End (FATE) initiative. As we continued through the pandemic, many horse owners were increasingly faced with changes to circumstances and tough decisions on the

future of their equine companions. However, our network of FATE volunteers and staff have been on hand to provide support to 97 horse owners in 2021, more than double the number in 2020.

Our targeted campaign messaging and #WelfareWednesday presence across social media platforms has allowed us to interact successfully with horse owners as well as the general public, providing educational advice and support on key welfare issues that reached over 5 million people this year.



 BHS Approved  
Summerfield  
Stables

### British Riding Clubs

While we couldn't offer our normal programme of events, BRC were delighted to be able to run four out of seven championships in 2021, all of which were a great success. Our volunteers were out in force, and thanks must go to them and our sponsors for their continued support.

The BRC team worked hard to make sure that anyone who had to miss a championship due to lockdown was given the chance to represent their club nationally and, more importantly, have fun. In total during 2021, we had 18,700 entries at qualifiers.

The cancelled 2020 and 2021 dressage aspects of the Novice and Intermediate Winter Championships were held in Spring 2021, and our 1,250+ entries would have filled 60 arenas. Our online Christmas Cracker dressage competition was also hugely well supported with over 380 entries. We ran a number of online clinics throughout the autumn months as they are still very much in demand.

The BRC team launched a Marketing Toolkit for clubs looking to recruit new members and re-engage with existing ones in summer 2021, as well as providing ongoing digital marketing support.

### BHS Approved Centres

A large focus of the year was working to sustain and support centres during the aftermath of the COVID pandemic.

After the uncertainty of the last two years we were pleased to end the year with 635 Approved Centres, 12 of which were completely new to the scheme, and 28 further applications in progress. Our new Business Support Managers visited 123 centres during the year, and all centres had direct contact from us to offer support.

We were delighted to team up with Sky as part of an initiative to offer free riding lessons. This was a great opportunity to promote horse riding to an audience we usually wouldn't reach. In total, 35 centres took part and offered riding experiences to 926 participants. This was so successful that we're currently recruiting centres to join the scheme for 2022.

Throughout the pandemic, we offered business support advice, political lobbying and financial aid to support centres; the BHS Hardship Fund provided support of over £1,000,000 for the welfare of horses and ponies in our Approved Riding Schools. We've followed this in 2021 with our new Bounce Back Grant, designed to support growth by engaging with new groups or offering new activities and experiences. During the year, we awarded over £168,000 to 71 centres to allow them to buy new equipment, and increase participation and diversity at their centres, with the aim of reviving interest in horse riding after the challenges experienced through COVID restrictions.

To help support our centres, we held a series of 29 virtual coffee mornings throughout the year, where centres could discuss a wide variety of topics. On average, these were each attended by ten centres.

The 2021 BHS Riding School Championships, which offer non-owners a rare chance to compete at a national level, were held virtually due to COVID restrictions, but still attracted 78 riders across nine centres.



 2021 BRC NAF  
Five Star National  
Championships

## Participation: engaging and supporting our community

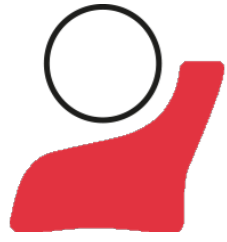
### Nations and Regions

Despite COVID restrictions affecting the earlier months of the year, we had a busy year. Our Regional and National managers held over 400 education and participation events across the UK, interacting with over 6,000 members and supporters.

The virtual events brought in to engage members during lockdowns proved so popular they now form part of our Winter calendar,

although it was also wonderful to be able to welcome back members face-to-face at our camps, clinics, talks and continuing professional development events from the start of summer.

Our National Managers in Scotland, Ireland and Wales continue to work closely with devolved governments to represent the interests of equestrians. We were also delighted to open our new Operations Hub in Stirling to support our members in Scotland and the North of England.



# Our Amazing Volunteers

Our volunteer community remains strong, with over 100 new volunteers joining in 2021.

Our volunteer community is essential to the delivery of all our work across Access, Welfare, Safety, Education and Participation, and all our teams would like to thank our impressive volunteer workforce for their invaluable contribution. We are very grateful for our volunteers' support.

During 2021 we focused on modernising and strengthening our volunteer programme with the establishment of a new Volunteer Advisory Group and a trustee (Gill Longhurst) with specific responsibility for volunteering.

We were able to thank some of our volunteers in person at our annual Awards Ceremony at Newbury racecourse in November, which covered both 2020 and 2021 awards as the pandemic prevented us from holding our awards ceremony in 2020. We were delighted to welcome HRH Princess Anne, who presented a number of our volunteers and supporters with their well-deserved awards.

We'd like to take this opportunity to thank all our amazing volunteers for their help and support during 2021 - without them, we couldn't do the work we do.



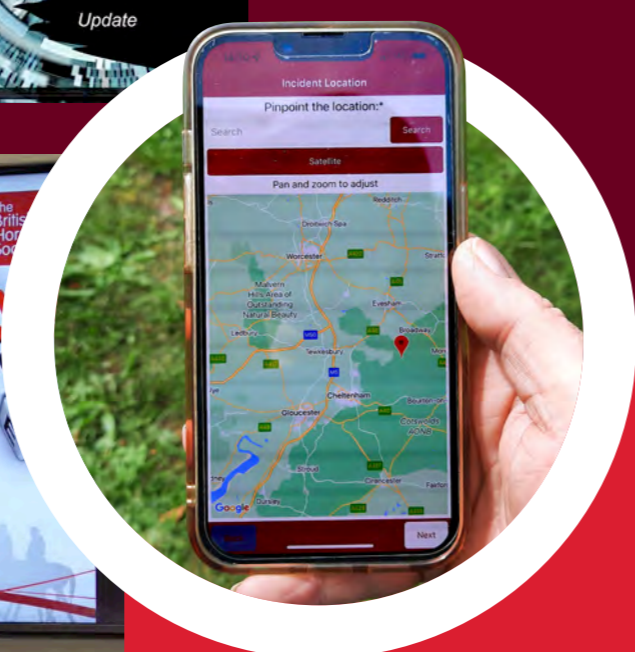
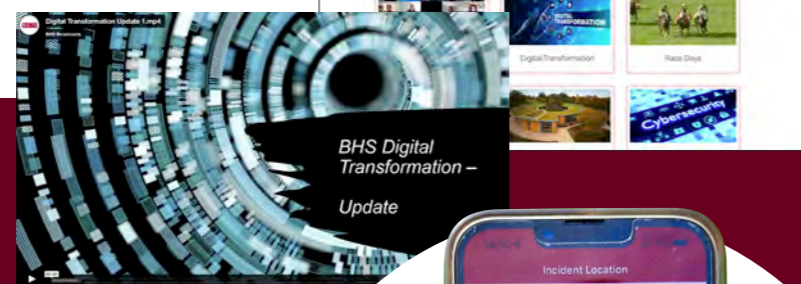
# Looking After our Team and Technology

The wellbeing of our employees – our Home Team - has remained uppermost in our minds throughout 2021.

We have applied COVID secure policies and procedures and as the various restrictions, directives and guidelines around working from home and returning to the office played out, we introduced blended working arrangements to ensure efficient yet considerate working conditions. The year saw a proliferation of social, wellbeing and mindfulness events for our Home Team, who have responded so well to the challenges of the last two years.

The technology team have built on their solid work of 2020 with the introduction of an e-learning platform for colleagues, along with making further improvements to the productivity tools available. A lot of design, planning and building has also taken place for some major technology upgrades in 2022.

A number of projects were launched under the banner of the digital transformation strategy including selecting a partner to deliver a new BHS website. As well as launching the Horse i app, we've developed our systems for BHS Approved Centres to make it simpler for them to engage with us. A designated fund was agreed with the Trustees to continue this work in 2022. Technology costs have continued to be managed very well while continuing to provide all core services - including robust cyber security - in another challenging year for global threats.



# Consolidated Statement of Financial Activities

For the year ended 31 December 2021

	Unrestricted £000	Designated £000	Restricted £000	2021 Total £000	2020 Total £000
<b>Income and endowments from:</b>					
Donations, legacies and grants	178		502	680	947
<b>Charitable activities</b>					
Membership subscriptions	11,020			11,020	9,520
Examinations and other fees	853		1	854	419
Events	605		38	643	279
<b>Other trading activities</b>					
Job Retention Scheme Grants	16			16	275
Trading income	248			248	149
Advertising	343			343	299
Commission received	12			12	7
Challenge Rides					6
Other income	196			196	237
Investment income	4			4	6
<b>Total income</b>	<b>13,475</b>		<b>541</b>	<b>14,016</b>	<b>12,144</b>
<b>Expenditure on:</b>					
Raising funds	694		81	775	630
Charitable activities	11,293	851	329	12,473	11,289
<b>Total expenditure</b>	<b>11,987</b>	<b>851</b>	<b>410</b>	<b>13,248</b>	<b>11,919</b>
<b>Net income/(expenditure)</b>	<b>1,488</b>	<b>(851)</b>	<b>131</b>	<b>768</b>	<b>225</b>
<b>Net gain/(loss) on investments</b>					
	436			436	(24)
	<b>1,924</b>	<b>(851)</b>	<b>131</b>	<b>1,204</b>	<b>201</b>
Designations and fund transfers	(1,836)	1,879	(43)		
<b>Net movement in funds</b>	<b>88</b>	<b>1,028</b>	<b>88</b>	<b>1,204</b>	<b>201</b>
<b>Fund balances going forward</b>	<b>5,610</b>	<b>752</b>	<b>979</b>	<b>7,341</b>	<b>7,140</b>
<b>Fund balances carried forward</b>	<b>5,698</b>	<b>1,780</b>	<b>1,067</b>	<b>8,545</b>	<b>7,341</b>

Read our full financial statement at [bhs.org.uk/annualreport](https://bhs.org.uk/annualreport)



# About The British Horse Society

The British Horse Society is a charitable company incorporated in England. It does not have a share capital and is limited by guarantee. The company is registered as a charity with the Charity Commission and the Office of the Scottish Charity Regulator.

## OUR VISION

Every horse is respected, protected and enjoyed by knowledgeable, caring people.

## OUR MISSION

We are the charity dedicated to knowledge and encouraging people and horses to enjoy life together.

## OUR VALUES

### Horses First

The Horse is at the heart of all we do

### One Team

We collaborate with and value our employees, members, supporters and partners

### Respect

We deliver with respect, integrity, dedication and passion

### Supportive

We support horses and people to enjoy life together safely

### Excellence

We strive for excellence in everything we do

The Society's Articles of Association outline the following charitable objectives:

- to promote and advance the education, training and safety of the public in all matters relating to the horse;
- to promote the use, breeding, wellbeing, safety, environment, health and management of the horse for the public benefit;
- to promote community participation in healthy recreation involving the horse;
- to promote and facilitate the prevention of cruelty, neglect, or harm to horses and to promote the relief, safety, sanctuary, rescue and welfare of horses in need of care, attention and assistance; and
- to promote and secure the provision, protection and preservation of rights of way and of access for ridden and driven horses over public roads, highways, footpaths, bridleways, carriage ways, public paths and other land.

For the Full Trustees Report including the Society's status and charitable objectives, please visit [bhs.org.uk/annualreport](https://bhs.org.uk/annualreport).





**Riding By Your  
Side 2021**

Patron  
**Her Majesty The Queen**

Vice-Patron  
**HRH The Princess Royal**

President  
**Martin Clunes, OBE**

[www.bhs.org.uk](http://www.bhs.org.uk)

Company Registration Number 00444742