

# ENDURANCE GB BUSINESS PLAN 2019-24



<p><b>VISION</b></p>	<p>To inspire people to appreciate the benefits of and choose to participate in Endurance Riding.</p>					
<p><b>MISSION</b></p>	<p>To promote and enhance the sport of Endurance (Competitive Long Distance) Riding within Great Britain.</p>					
<p><b>OBJECTIVES</b></p>	<p>Break-even point (excluding sponsorship) by November 2019 AGM</p>	<p>Evidence use of all sponsorship opportunities enhancing the sport</p>	<p>Increase ride entries by 15%</p>	<p>Evidence increased communication with the members, with the groups and with the general public</p>	<p>Increase overall membership by 5%, Young and Junior Riders by 10%</p>	<p>Evidence updating and implementation of all policies and procedures</p>
<p><b>STRATEGY</b></p>	<p>Become a self-sustaining society Target increased membership and increased ride participation among existing members. Continue to provide a comprehensive programme of safe, successful rides.</p>	<p>Promote inclusivity in Endurance Riding Focus on all abilities and all ambitions, putting the members at the heart of everything</p>	<p>Celebrate success at all levels: Develop clear pathway from Foundation stage to Championship Teams, with success marked at each level on the pathway. Further develop and implement training and succession planning for officials and volunteers.</p>	<p>Increase public awareness of Endurance Riding Increased investment in targeted PR and Marketing nationwide, utilising local and national publications and social media.</p>	<p>Maintain highest standards of horse welfare Review procedures and policies to ensure that they are fit for purpose. Maintain and develop a varied and focused training and development plan.</p>	<p>Implement highest standards of governance Review and evaluate policies and procedures, on a minimum annual basis to ensure they are fit for purpose</p>
<p><b>TACTICS</b></p>	<p>Bring the Endurance GB brand and its themes alive through working with all of our Sponsors to promote our shared core values, behaviours, actions, visual identity, stories and campaigns</p>	<p>Refresh ride equipment to provide consistent brand image across Endurance GB rides. Improve the spread of Endurance GB rides over the country, with a particular focus on Wales. Promote all Group rides &amp; events, providing support in the design of promotional material. Delivery of new IT system. Develop and implement electronic timing system which can eventually be rolled across National Rides</p>	<p>Development and delivery of comprehensive national training programme, focusing on educating members and non-members about the benefits of endurance riding on the welfare of both horse and rider.</p>	<p>Working with professional Public Relations partners to further strengthen the Endurance GB brand. Work with our Partners to promote Endurance GB's role and impact on horse welfare issues. Identify opportunities to promote and position our Sponsors as active participants in nationally and regionally significant events aligned to Endurance GB's strategic goals</p>	<p>Review the Endurance GB Health &amp; Safety Policy and up-date Ride Organisers Handbook (&amp; any other relevant materials) where necessary. Implement process for ensuring Risk Assessments are received, checked &amp; RO contacted. ISOH Safety at Work training for H&amp;S Director, Chair and Regional representatives.</p>	<p>Review and update, where necessary, the Articles of Association. Carry out thorough review of the Disciplinary and Grievance procedures.</p>