

'Find a Coach' survey results summary

This survey was not designed to be a large research project, but to capture some thoughts from users of the Find a Coach and Groom page on the website. A small piece of research with some very valuable results,

Distribution of the survey

The survey was live between 16 January 2025 – 20 February 2025.

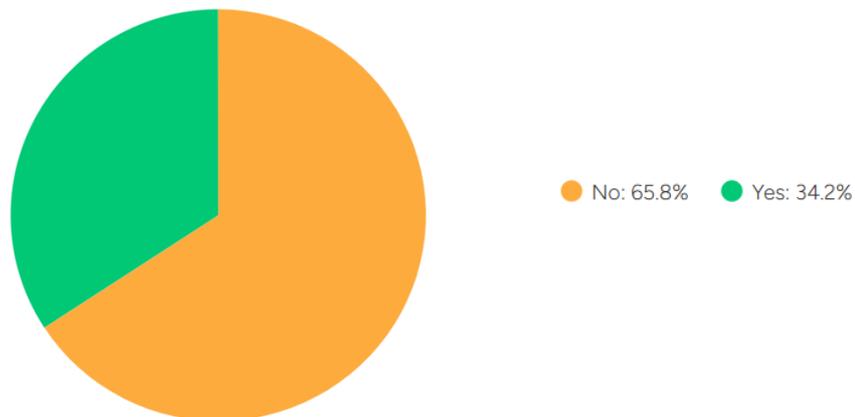
Sent to BHS members via eNews.

Linked to on the 'Find a Coach' page of BHS website

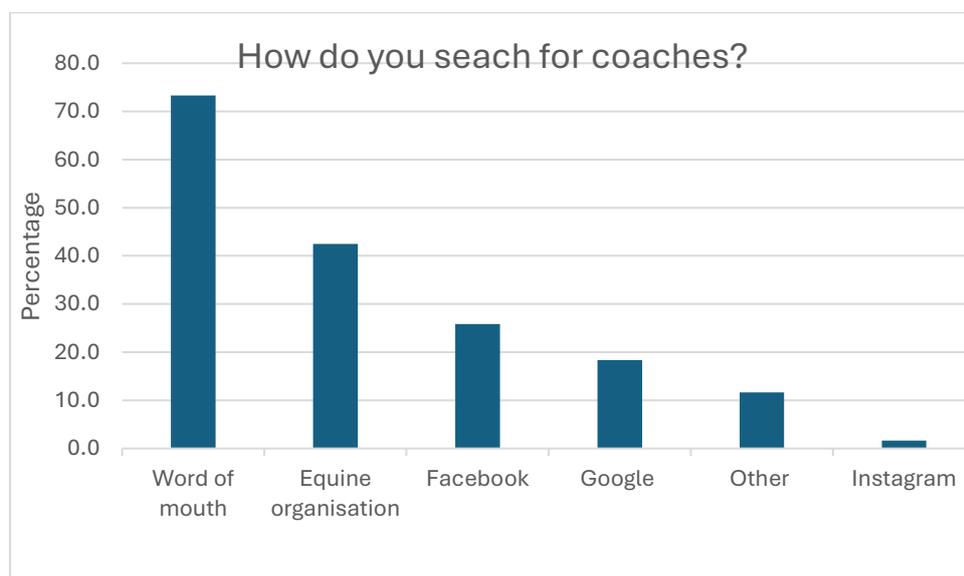
Responses received

120

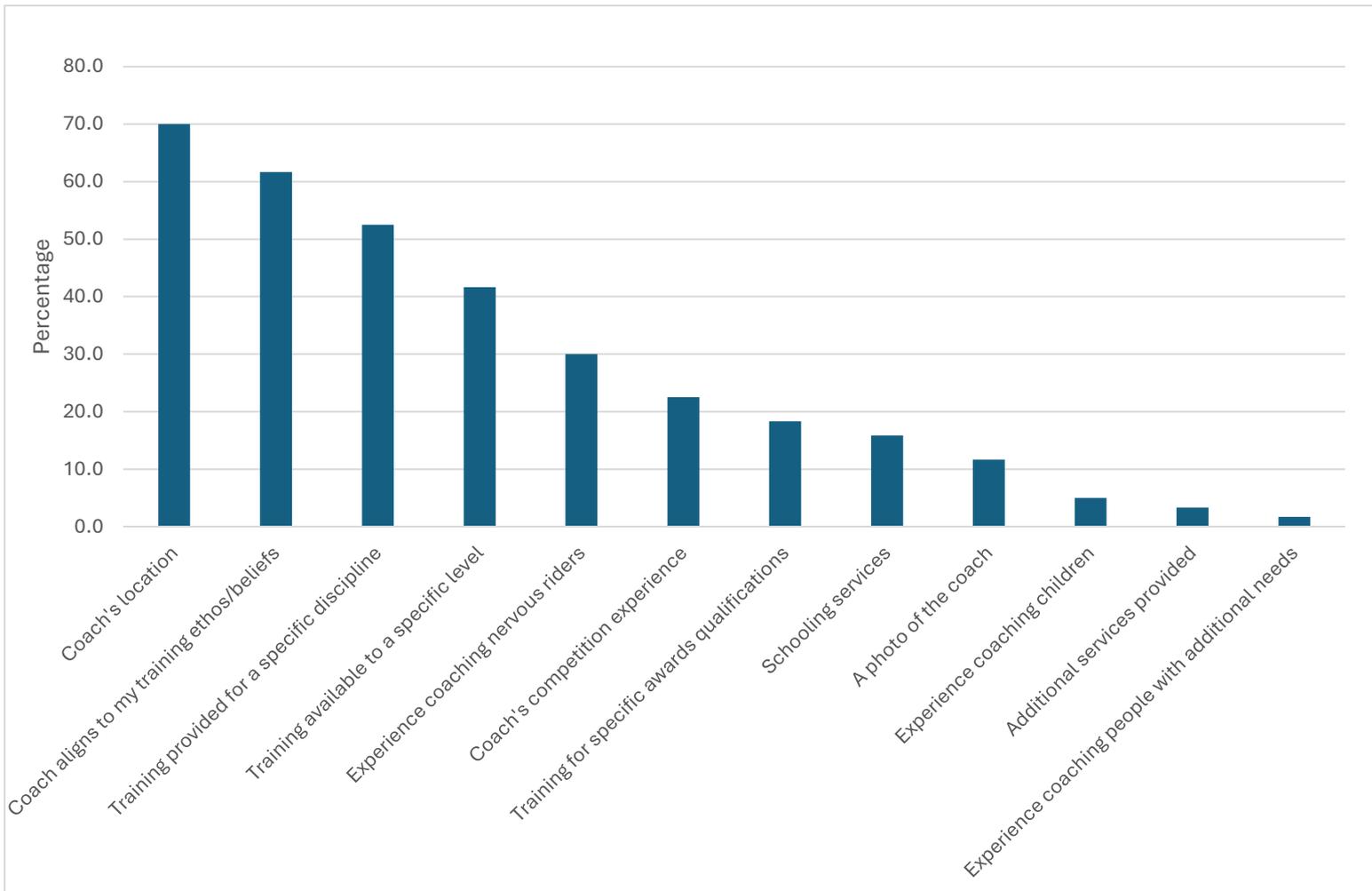
Q.1 Do you find it easy to find a coach?



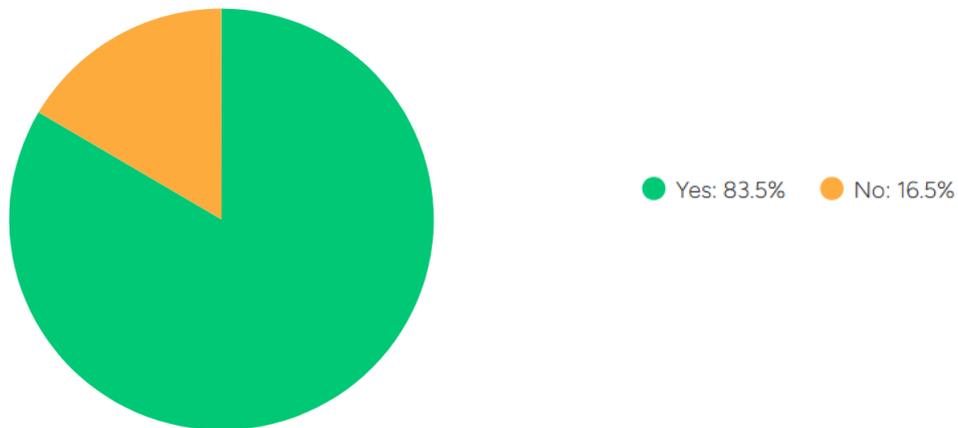
Q2. How do you search for coaches?



Q3. What information would help you when searching for a coach?



Q4. Do you read coach biographies to help you decide which coach you use?



Q5. Are there any other details you'd like to know to help you decide on a coach when searching online?

Key, recurring themes:

- Price range, availability
- Distance a coach will travel
- Reviews/recommendations
- Coaching philosophy and approach to horse welfare, ethics
- Details of strengths and experience in biography
- How long they have been coaching
- Facilities they have
- Do they run clinics
- Online training

Comments:

'Something about their approach as a coach. A coach that takes into account the horse's welfare and puts as much emphasis on the horse's way of going as the rider's position. Coaching with a holistic and harmonious approach.'

'A small write up about themselves. A brief description of their style of coaching. Their qualifications, their competitive experiences, if they specialise in anything e.g. mindset, stunt riding etc. And their prices per hour visible from the start. I hate contacting anyone and then find out they are too expensive. It's embarrassing.'

'Perhaps if coaches sold themselves a little more, what they are good at achieving, who they are good at working with, what they have achieved, what they can help with. Just stating a qualification doesn't really help, whereas [information that they are] very experienced in bringing on young horses or experienced in rider biomechanics would be helpful.'

'Helpful if they state; prices, whether they will travel to your yard, if they will travel how far, a brief description of their training philosophy, area of expertise, if interested in/or competed, ability to help riders confidence/mindset.'

'The coach's bio and philosophy are probably the most important to me. Also, the locations where they teach.'

'Cost is pretty critical i.e. charges for lessons (and travel)

Availability

Willingness to come to my yard and /or local yards with specific facilities

Experience in developing young horses

Do they do any regular clinics in the area?'