

# Riding By Your Side

AN OVERVIEW OF ACTIVITY  
FOR 2022





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About The British Horse Society

# Vice-Patron's Introduction

The British Horse Society has demonstrated its resilience over the last few years. Having emerged from the pandemic with a strong platform upon which to build, it has continued to support riding schools and its stakeholder groups while growing its membership. The British Horse Society's Annual Report and Financial Statements present a return to a strong sense of normality in a year full of challenges and a whole new range of opportunities for growth and increased charitable impact.

During 2022, I was once again fortunate to experience some of the Society's work first hand. I was pleased to attend the official opening of a Operational Hub based in Stirling, a centre for learning, equine events and member services to expand the Society's activities in Scotland.

Also, in a landmark year, I attended the Society's 75th Anniversary celebrations at the Household Cavalry Museum. With due regard for history and tradition, it is clear that, alongside its overarching charitable objectives, the Society also has new forward-looking ambitions: to enhance its capability to communicate, engage and respond while championing and strengthening the bond between human and horse.

I congratulate the Society's trustees, executive team, volunteers, sponsors and partners on reaching an impressive milestone, and for another successful year.





HRH The Princess Royal opens BHS Operational Hub in Stirling



BHS Scotland welcome HRH The Princess Royal



The BHS 75th Anniversary celebrations

# Chairman's Statement

The year saw us return to a full programme of activities and events, and we built upon the resilience from the unheralded experiences of the last two years. We've taken the opportunity to improve our infrastructure to allow us to further improve the lives of horses and those who enjoy them.

It was a year of particular significance for The British Horse Society as we celebrated our 75th Anniversary at The Household Cavalry Museum in November. At the forefront of our minds was the immeasurable contribution of Her Majesty Queen Elizabeth II, our Patron since we were formed in 1947. We joined the world in mourning Her Majesty's passing and will be forever grateful for Her Majesty's constant positive influence and unwavering advocacy of the Society's work. We are delighted that Her Royal Highness, The Princess Royal, continues to enjoy an active role in our activities as Vice-Patron.

The Society continues to adapt well to hybrid and remote working while still maintaining vibrant workplaces at our headquarters in Warwickshire and our now officially opened Operations Hub in Stirling.

Our Access work goes from strength to strength with strong representation across all our geographical regions. While we're disappointed that the deadline for recognition of bridleways in England and Wales wasn't completely removed, the eventual decision to extend the deadline from 2026 to 2031 was still welcome. This important work to record and save historic routes continues.

The inclusion of the BHS in the Stakeholders Review Group that reviewed the Highway Code for vulnerable road users is a tribute to the hard



The year saw us return to a full programme of activities and events, and we built upon the resilience from the last two years

work of our Safety team and our successful Dead Slow campaign. The amended rules and guidance, especially the 10mph maximum speed while passing, and at a distance of at least two metres, are significant steps to improving the safety of horses, riders and carriage drivers on the highways of the UK.

Our Participation programmes returned to a full calendar. British Riding Clubs introduced new competitions, Changing Lives through Horses continued its pioneering work, and we have actively supported the post-pandemic recovery and development of our BHS Approved Centres.

Our groundbreaking Career Transition Fund was introduced mid-year. It aims to address the skills shortage within riding establishments to ensure there are sufficient numbers to satisfy the demand for riding in the future.

Our ambitions for increasing our impact drives other areas of BHS business. In order to increase the number of members and supporters, we need to make sure that the infrastructure and technology underpinning our activities is fit for purpose and capable of meeting the challenges and opportunities over the months and years ahead.

It has also been a busy year for the trustees. I am delighted to have been re-elected as a Generalist Trustee in the trustee elections in June 2022. I also congratulate Tim Lord and Sarah Simpson on their re-election as Generalist Trustee and Specialist Trustee for Education respectively.

We also welcomed two new trustees in the year. Beverley Simms joined us as co-opted Trustee for Equality, Diversity and Inclusion. Nicola Greenwood joined the Board as Specialist Trustee for Access. Nicola replaces Fran Mason, who completed her term of office with our sincere thanks for her dedication.

We are very pleased to retain Gill Longhurst and Sandra Harris as Specialist Trustee for Volunteering and Specialist Trustee with Business and Digital Knowledge, who were re-elected unopposed. We also welcome Gillian Clark, our newly elected Specialist Trustee for Safety, and in so doing we extend our thanks to Ken Law, who has served his maximum six-year term.

I took over as Chair of the Board of Trustees in September, having been Vice-Chair to Tim Lord for his three-year term as Chair. When Tim became Chair in 2019, little did he know what universal upheaval lay ahead. Many thanks to Tim for his stewardship through the choppiest of waters and through the darkest of times.

Our membership numbers continue to grow steadily, and we approached 2023 with the target of 120,000 members firmly in our sights. Although we are always seeking to diversify

our revenue, membership continues to be the bedrock of our finances and the source of support of so many of our charitable initiatives.

Please join me in thanking our trustees, volunteers, members, supporters, sponsors, partners and our entire staff team as you read through the achievements in the following pages for another successful year, our 75th.

Here's to the next 75!



**Sally McCarthy**  
Chair of Trustees

The Board of Trustees, which also acts at the Board of Directors for the purposes of the Companies Act, presents The British Horse Society's Annual Report and Financial Statements for the year ended 31 December 2022. In doing so the trustees have adopted the provisions and guidance of all relevant legislation and standards.



# 2022

## At a Glance

Summary and highlights

## FINANCIAL HIGHLIGHTS

# £15,202,000

With a return to a more normal pattern of activity, total income increased by 8.5% from £14,016,000

# £5,629,000

Unrestricted undesignated reserves at the year-end

# £13,537,000

Invested in our charitable activities

## ★ SOCIETY KEY HIGHLIGHTS

 **1,267**

new joiners, ending 2022  
with 118,687 members



**1.07%**

growth in UK membership



**1,200+**

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

Nearly



**530**  
young people

and



**21**  
new riding centres

have joined our Changing Lives through Horses programme



Over 8.7 million riding lessons have  
been safely delivered through our  
BHS Approved Centres

## ACCESS



2,514

DMMO  
Project 2026  
applications



Served more  
Section 130A  
notices in

2022

than ever before

7 bridleway projects funded by the  
Ride Out Fund to the value of

£32,000



45

Ride Out UK events



737

riders took part in 13 Ride Out  
UK days in Scotland

£38,000+

raised towards the Ride Out Fund with support  
from Horse and Country TV and Spillers

£££

## EDUCATION



3

qualifications added  
to the Changing Lives  
through Horses regulated  
framework

Developed  
Horse  
explorers to  
help young  
people  
develop their  
leadership  
skills



£500,000

set aside to support industry through  
the Career Transition Fund



625

individuals  
benefited from  
the Career  
Transition Fund

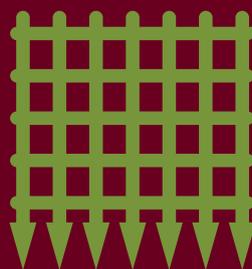


## SAFETY



300%

4,118 reported  
incidents and 5,103  
downloads of the  
Horse i app



Final  
publication  
of the  
review of  
the Highway  
Code for  
vulnerable  
road users



The BHS Analyst and Researcher  
had an important paper  
published in the *Journal of  
Road Safety Research* –  
“Cars dent. Horses break.”

## FUNDRAISING AND ASSOCIATED INITIATIVES

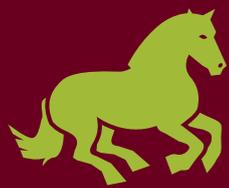
Continued the implementation of our Fundraising Strategy – to grow the contribution from Charitable Trusts, Granting Bodies, Individual donors and legators



Commissioned research with Nottingham Trent University across a number of areas of equine safety and health matters



We continue to support and joint fund the Equine Grass Sickness project being carried out by the Moredun Foundation



# £40,000

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



# 8

horses rehomed through our Second Chance programme

## HORSE CARE AND WELFARE

140 events held by the Horse Care and Welfare team, directly helping

# 3,145

horses

# 4.5m

people reached through our #WelfareWednesday and additional social posts



# 1,178

new welfare concerns handled by the front-line team. These concerns involved 2,944 horses

# 181



colts and stallions castrated

# 10,312

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

36 new welfare volunteers joined the team



# 95

owners supported by our Friends At The End volunteers and staff



# 2,667

passports processed

# Strategic Report

Following the upheaval of the global pandemic, we continue to adapt and make a difference throughout all our areas of work and across the UK. However, we've remained guided by the principles and objectives of our Strategic Plan for 2019 to 2024.

The turbulence of recent years has made us even more determined to make a greater impact for the benefit of all horses and people. We've focused on increasing the support we're able to offer and continuing to provide trusted and quality advice.

Moreover, we're committed to investing in our operating processes and systems so we can be as effective as possible, and make the greatest difference to horses across the UK and all those who love them.







The BHS Access team continues to make sure that routes are unobstructed, raising the visibility of access and equestrian inclusion throughout 2022.

During 2022, we further strengthened our regional Access team by appointing an Access Officer for Scotland, allowing us to raise the visibility of equestrian access across the UK. We also held our second virtual UK-wide Access Conference, which focused on assisting our volunteers and other equestrians to respond to planning issues. It was great to see that two of our army of valued volunteers, Dr Phil Wadey

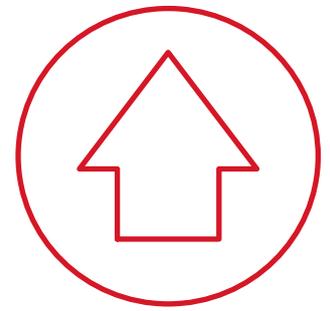
and Sarah Bucks, were voted as the *Horse & Hound* volunteers of the year.

Ride Out UK (ROUK) took place again this year, featuring 45 ROUK events all over the UK. Over 1,700 participants took part, including an impressive 737 taking part in Scotland. These events raised £38,000 and the Ride Out Fund was able to fund seven bridleway projects in 2022 to the value of £32,000.

Our work continues to save and record historic bridleways. The original 2026 deadline has been extended until 2031, and the first phase of Project 2026 concluded with 2,514 definitive map modification applications being made,



Ride Out UK success continuing in 2022



BHS Scotland is also a member of the Scottish Partnership Against Rural Crime (SPARC) and this year we launched our Rural Crime Strategy 2022-2025. Equestrian incidents are one of the seven SPARC priorities, and we are proud our involvement has resulted in these issues being given such prominence.

### Taking action

We also showed we would take legal action where necessary to defend equestrian access. More Highway Code Section 130A forms were issued in 2022 than ever before, serving notice to local highway authorities requiring them to clear certain types of obstruction from a footpath, bridleway, restricted byway or byway open to all traffic.



## ACCESS SUCCESS

In September 2022 we helped to fund the Llandrindod Wells Horse Park at The Llanerch Inn. Aimed to promote active travel in the area, the horse park supports sustainable travel and provides a place for horses to be 'parked' while in town. It consists of two corrals under trees to provide shelter from the elements, and a secure tack locker so equipment can be left safe while running errands. Water and hay are provided too.

bringing them one step closer to being preserved for future generations.

### Equestrian access throughout the home nations

We continue to highlight the need for equestrian access in 2022 across the home nations. We've seen some great progress over the year including, but not limited to, the expansion of bridleways, development of horse parks and involvement in more national and local development across the UK.

Through our membership of the Scottish Outdoor Recreation Alliance (SORA), we met with bodies including Police Scotland to negotiate for improved equestrian access.



# Educating Equestrians

We've welcomed a slow but sure return to more regular activities; however, there is a great need for more qualified equestrians who meet the standards required by the industry, and for more accessible, high-quality learning opportunities for individuals.

## Career Transition Fund

At the start of 2022, our Labour Market Assessment of the equestrian industry found that in some areas, half of the positions advertised went unfilled, and riding schools were working at as little as 70% capacity.

To help encourage entry into the industry and close the skills gap, we set aside £500,000 over two years and launched the Career Transition Fund (CTF) to support people through training and towards their BHS Stage 2 and Stage 3 assessments.

So far:

**625** 

individuals have been assisted with training.

**384** 

individuals have taken their assessments, with a **75%** pass rate.

**53** 

students have received help towards the cost and passed their BHS assessments while taking their college equine courses.

We expect to see more take-up throughout 2023 and beyond, including the recently



piloted support of BHS Stage 4 and BHSI Performance Coach.

### **Alternative Recognition of Prior Experiential Learning**

Additionally, in 2022, we committed to improving the accessibility of our coaching qualifications and pathway, launching the alternative Recognition of Prior Experiential Learning (RPEL). Through the RPEL coaching route, candidates unable to fulfil the pre-requisite entry requirements can now gain

entry into Stage 2 Coaching. Candidates can demonstrate their knowledge and understanding in large part by describing how to undertake aspects of the syllabus, allowing them to continue to progress.

### **Our policy**

To make sure we're providing a safe, fair and rewarding experience for our candidates while supporting compliance, we have reviewed and updated our regulated qualifications policies and procedures.

## **SKILLS FOR LIFE**

We've continued to develop our education programme through programmes that help to develop soft skills equipping learners with the skills they need for success.

The second pilot of the BHS Coaching for All course ran in 2022. This course equips coaches with the skills, knowledge and understanding to help a diverse range of clients. We aim to add this qualification to the Qualification Framework in 2023.

Our recreational awards, Pony Stars and Challenge Awards, have been hugely successful, and in 2022, we launched Horse Explorers – a new initiative for young people that develops their leadership skills.

In addition, we supported the Changing Lives through Horses (CLTH) programme by developing the Personal Development Qualifications in July 2022. These support learners to become valuable contributors to society by helping them to develop knowledge, skills and behaviours for life.





# Promoting Safety

The BHS Safety team had a successful 2022 – our award-winning Dead Slow campaign continues to keep horses and equestrians safe on the road, we've seen positive changes to the highway code, and we continue to build strong partnerships with road safety professionals, driving instructors, and the police, fire and rescue services.

Our Dead Slow campaign continues to be the focus of much of our work, improving the safety of horses, riders and carriage drivers on our roads by educating drivers and other vulnerable road users on how to pass horses safely and informing riders about how to stay safe. We've held Road and Rider Awareness events as well as training for commercial driving companies on the Dead Slow campaign.

In addition, our interactive 'Henry the Horse' initiative, which teaches 9 and 10-year-old children how to walk or cycle safely past horses and shares the Dead Slow messages with parents, has received great reviews from children, parents and teachers and is being evaluated by the Royal Society for the Prevention of Accidents (RoSPA).

As an extension of our Dead Slow campaign, in 2022, we released 'Look Out for Laura', an emotive informational film on how to pass horses safely, funded by a substantial grant from the Road Safety Trust. The film received acclaim from the road safety world, and an evaluation by Nottingham Trent University was presented at the Road Safety GB Conference.



I became a BHS member when doing my Stages before joining the Kent County Committee. Learning more about the work of the BHS, it seemed a no-brainer to get involved with safety and, in particular, help riders and horses out on the roads – so much potential danger! As well as campaigning for road safety, I'm a Ride Safe trainer, and it's been great to train other trainers to help spread the word. Ride Safe is such a confidence giver, and I'm delighted to see it taken up by so

many. An informed rider helps to create an informed other road user too. They're not our enemies, but we need to educate them. The HQ Safety team are so proactive and supportive, always on hand with help and encouragement. Their work in respect of the Highway Code was fantastic, and the signs they have got put up in Kent and elsewhere are great, helping to spread vital awareness.

**Tim Brier, Safety volunteer**





We continue to promote the importance of reporting incidents via the Horse Incident Reporting System and the Horse i App. This data is vital to our work and safety partnerships. Working with local authorities, we've placed Dead Slow signs at locations where there have been several near misses reported. The data also informs crucial research – the BHS Analyst and Researcher's paper, "Cars dent. Horses break", was published in the *Journal of Road Safety Research* and presented at a Road Safety GB Conference.

The changes in the published review of the Highway Code were a great success and a vital step towards improving the safety of horses, equestrians and other vulnerable road users on UK roads (though the changes are still to be adopted in Northern Ireland). On top of being part of the Highway Code Stakeholders Review Group alongside the Department of Transport, DVSA, Cycling UK and Living Streets, we've been instrumental in several significant road safety forums and were consulted on firework safety and equestrians by the Governmental Office of Product Safety and Standards.





## Promoting Horse Care and Welfare

As the cost-of-living crisis deepened, many horse owners were faced with changes to circumstances and tough decisions surrounding the future of their equine companions. Through education and proactive welfare work, we were there to support them throughout 2022.



In 2022, our Horse Care and Welfare team managed 1,178 new welfare concerns involving 2,944 horses and their owners who needed advice, support and education. These concerns were handled by our team of four Welfare Field Officers, along with our 36 new volunteers, which saw the team increase to a total of 155 volunteer Welfare Advisers helping to providing UK-wide coverage.

We held 140 events across the UK, spanning far and wide, reaching as far as the Isle of Man, Aberdeen, Shetland Isles and Orkney,

directly helping 3,145 horses and 2,954 horse owners, carers, students and yard owners. We held eight of our hugely successful Healthcare and Education Clinics, where we had 389 of the most at-risk horses attend, castrating 181 colts and one stallion, helping to break the cycle of indiscriminate breeding. These days are an opportunity to reach out to owners and communities who may not normally seek regular healthcare for their horses. Since this programme of activity began, 1,813 horses and their owners have been helped in problematic equine



We held 140 events to directly help horses



Continuing our proactive welfare work



**DR KELLY YARNELL,  
PRINCIPAL LECTURER  
IN NTU'S SCHOOL OF  
ANIMAL, RURAL AND  
ENVIRONMENTAL  
SCIENCES:**

“Working with the BHS is such an incredible opportunity for our students; this knowledge exchange project has provided valuable experience of working in the industry as well as developing some key graduate skills.”



welfare areas, and through a new initiative with the travelling community in South Wales supported by the local authority, this will continue into 2023.

On top of our proactive welfare work, as an ID-only Passport Issuing Organisation, our passport team have processed 2,667 passports during 2022 and our Welfare Education Team launched a work experience module in partnership with Nottingham Trent University, supporting the team and creating content around equine respiratory health.

Our Friends At The End (FATE) initiative exists so that no horse owner has to face the loss of their equine companion alone. We supported 95 FATE cases in 2022 and have held 16 virtual training sessions for our network of staff and volunteers. We have also provided fellow national equine welfare charities with FATE training.

Our targeted campaign messaging through social media has allowed us to have meaningful interaction with horse owners and the public. Through our #WelfareWednesday presence we have reached over 4.5 million people.



# Participation: Engaging and Supporting our Community



After the impact Covid had on our events, championships and Approved Centres, we had a great year in 2022 and were happy to take steps back to normality.

## **British Riding Clubs**

2022 was a great year for BRC – we ran our first full calendar of competitions since 2019, finishing the year with over 27,500 members and 466 clubs.

Our eight national championships had amazing support, and our BHS Travel Grant was incredibly popular with those affected by the rising cost of fuel.

The launch of our digital membership cards improved our

carbon footprint and had a great financial impact.

The launch of our Introductory Championships in October 2022 saw over 600 people attend, and offered an opportunity to members who may have never attended a BRC Championship.

Our Christmas Cracker competition now has a section for BHS Approved Centres and Livery Yards, and our numbers increased again in 2022, with 380 tests being submitted.

## Changing Lives through Horses (CLtH)

CLtH aims to improve the lives of disengaged young people who are at risk of becoming excluded, using horses as the inspiration for change.

CLtH grew remarkably in 2022, with 21 new centres joining – making 70 trained centres nationwide. Over 1,600 participants have now taken part.

Our 2022 highlights:

- We appointed a new Data and Resource Coordinator in January – meaning we can give more support to centres and improve our data collection. This will help with funding applications and presentations.
- A CLtH student graduated from the 12-week foundation course at the National Horseracing College and is now working in a racing yard.
- The launch of our BHSQ-awarded Personal Development Qualifications – accredited qualifications that can be fully embedded within the CLtH programme activities and lead to qualifications up to Level 2.

  
BHS Approved  
Centre success



## TESTIMONIALS

We continue to receive powerful testimonials from our children and young people about the impact the CLtH programme has had on their lives:

“It’s given me a sense of belonging and community. It’s nice to be a part of something – especially something I’m passionate about.”

“I get to forget about the past. It gives me a place to escape.”

“It has made me believe I can have a future again.”

## Approved Centres

We’re pleased to have finished the year with 609 BHS Approved Centres. In January we launched the BEF Safeguarding Officer course, which 181 Centre Safeguarding Officers from BHS Approved Centres have already completed.

Our Stable Mates initiative has been a great success – 11 BHS Approved Livery yards held days for local horse owners to come and improve their equine knowledge.

In December, we entered into a Primary Authority Coordinated Partnership agreement. This will strengthen our voice and provide us with reliable regulatory advice.

This year’s Riding School Championships ran at Onley. Six BHS Riding Schools competed, with 78 class entries. The youngest participant was 10 years old and the oldest was mid-70s!



# Increasing and Supporting Membership

Our membership has continued to grow throughout 2022. We started the year with 117,420 members, which by the end of the year had grown over 1% to 118,687.

This is especially positive given the cost-of-living crisis, which affected individual spending, and the overall economic outlook.

As our membership attracts Gift Aid, we encourage every UK tax-paying member to sign up, both when a member joins and by contacting them directly. Our recovery rate was the best it has ever been, at 16% of fees received. We continue to try to give our members the best possible value, balancing member benefits with supporting our charitable activities.

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

However, we are encouraged that we have still seen a growth in membership, especially given the cost-of-living crisis.





## SUPPORTING OUR MEMBERS

In 2022, we assisted our members with a variety of claims – giving support to those who needed it with our 24/7 Legal Helpline. The insurance provided by SEIB through our BHS Gold Membership means we can help members when disaster strikes.

BHS Gold Membership helps support you when the unexpected happens and gives you peace of mind, knowing you have cover in place if the worst were to happen.



# Our Amazing Volunteers

Our growing community of over 1,100 volunteers remains strong.

Our volunteers continue to be essential to our work in improving the lives of horses and equestrians across Britain and Ireland. All our teams thank them for their invaluable contribution across access, welfare, safety, education and participation.

During 2022, we focused on improving the resources that we provide to support our volunteers. We introduced the volunteer expenses allowance to our committees, replacing the former 'capitation payments' system, and we also rolled out BHS email addresses to over 1,400 individual volunteers.

We were able to thank even more of our volunteers in person for their generous support and hard work. In addition to our annual awards ceremony, we trialled presenting Long Service Awards at several regional shows, making them more accessible to those unable to travel to Newbury. In total 158 Long Service Awards were presented to our volunteers in 2022.

Without our amazing volunteers, we couldn't do the work we do. We would like to take this opportunity to thank all our volunteers as we appreciate all their time and support.







# Raising Funds

During 2022, we continued to implement our fundraising strategy, including increasing the money we received from charitable trusts, granting bodies, individual donors and legacy donations.

Our continued focus on legacy giving saw more legacy days held across the country. Designed to give supporters a first-hand look at the work of the BHS, these days have been successful in encouraging supporters to leave a legacy, and we're continuing them in 2023.

We held two successful Charity Race days in 2022 at Wetherby and Newbury. In total, 16 riders took part, and with the auctions held on the day raised an impressive £40,000 to support our campaigns.

## Research

We continue to support and joint-fund the Equine Grass Sickness (EGS) project being carried out by the Moredun Foundation. Research is a continuing thread through the activities associated with our grant-aided projects, including commissioning research with Nottingham Trent University across several areas of equine safety and health matters.

## Changing Lives through Horses

The Changing Lives through Horses (CLtH) programme has also collaborated with the University of Buckingham to report on the long-term benefits of horse and human interactions. The university will conduct both an evaluation of previously held data and deliver new research from a participant questionnaire focusing on the impact to physical and mental health and wellbeing of human-equine interaction within teaching. This data helps inform funding applications and presentations to potential new commissioners.

At the end of the 2022 academic year, we were able to determine that 73% of participants were reported to have planned onward pathways in education, employment or training following time spent on the programme, and that 88% of participants made progress in at least one key skill area.

The programme has seen remarkable growth in 2022, with 21 new centres training to join the programme. This takes the total number of centres trained at the end of 2022 to 70 across the UK.

Over 1,600 participants have taken part in the programme – an increase of 600 over the year.

“

Before I started the Changing Lives programme, I was battling with myself every day as I struggled a lot with my mental health; I didn't believe in myself and I constantly doubted my own ability. When I first started attending Happy Hooves Riding Centre on the Changing Lives programme it was my last bit of hope that my life could be different. Happy Hooves has helped me greatly with my confidence, patience and self-esteem. Attending the Changing Lives programme has also most definitely improved my mental health and view on life. With the bonus of learning to ride and care for horses. I am very thankful for the team at Happy Hooves and I hope more people can be given the life-changing opportunity to attend.

**Charlie**

I wanted to take this chance to let you know how much the package you have put together for our students at Country Treks has meant to them. We have watched them develop in confidence throughout the year. They don't always find taking the risk to learn easy, and the resilience they are gaining through the Changing Lives through Horses curriculum they receive on a Friday is enabling them to push through their barriers in a way a classroom setting could not expect to achieve.

**Sarah (Principal, Nurture Learning)**



# Looking After Our Team and Technology

The BHS digital transformation made even further strides in 2022, having a positive impact on the BHS Home Team.

In September, we launched a new modern-looking and mobile-friendly website to better engage with our audiences. In October, we replaced our legacy analogue phone system with a new contact centre solution and Teams telephony.

We've also committed to the next stages of the technology and digital transformation, which will move all BHS IT systems into an interconnected and enduring platform centred on the Microsoft Cloud.

This will be a multi-year programme, but we'll start to see new systems launched in the second half of 2023. The suite of solutions will improve our understanding of, and our ability to interact with, our current audience, as well as our potential audience.

The screenshot displays the British Horse Society website. At the top, there is a navigation bar with the BHS logo and links for Membership and Shop. Below this is a secondary navigation menu with links for About the BHS, Go riding, Events, Support us, Horse care & welfare, Careers & recreational awards, British Riding Clubs, and For our Coaches & Centres. The main content area features a large red banner with the text "Join us" and "Become a member of the BHS and become a part of the largest equestrian community in the UK." A button labeled "Become a member today" is positioned below the text. To the right of the banner is a photograph of two riders on horses. Below the banner is a white box titled "The British Horse Society" with the subtitle "What we do for horses and the people who love them." This box contains a paragraph of text and a section titled "Our impact in numbers" which lists four key metrics: 94 pence in every pound raised, 1,200+ volunteers, 2,180 children and young people supported, and 6,300 horses helped. Each metric is accompanied by a red icon: a heart, a person, a bell, and a horse head. At the bottom of the screenshot, there are two circular icons: one for Microsoft Teams and one for Microsoft Outlook.

# Consolidated Statement of Financial Activities

For the year ended 31 December 2022

|                                       | Unrestricted<br>£000 | Designated<br>£000 | Restricted<br>£000 | 2022 Total<br>£000 | 2021 Total<br>£000 |
|---------------------------------------|----------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Income and endowments from:</b>    |                      |                    |                    |                    |                    |
| Donations, legacies and grants        | 249                  |                    | 460                | 709                | 680                |
| <b>Charitable activities</b>          |                      |                    |                    |                    |                    |
| Membership subscriptions              | 11,909               |                    |                    | 11,909             | 11,020             |
| Examinations and other fees           | 963                  |                    |                    | 963                | 854                |
| Events                                | 899                  |                    | 6                  | 905                | 643                |
| <b>Other trading activities</b>       |                      |                    |                    |                    |                    |
| Job Retention Scheme Grants           |                      |                    |                    |                    | 16                 |
| Trading income                        | 263                  |                    |                    | 263                | 248                |
| Advertising                           | 311                  |                    |                    | 311                | 343                |
| Commission received                   | 6                    |                    |                    | 6                  | 12                 |
| Other income                          | 116                  |                    | 10                 | 126                | 196                |
| Investment income                     | 10                   |                    |                    | 10                 | 4                  |
| <b>Total income</b>                   | <b>14,726</b>        |                    | <b>476</b>         | <b>15,202</b>      | <b>14,016</b>      |
| <b>Expenditure on:</b>                |                      |                    |                    |                    |                    |
| Raising funds                         | 725                  |                    |                    | 725                | 775                |
| Charitable activities                 | 12,723               | 350                | 464                | 13,537             | 12,473             |
| <b>Total expenditure</b>              | <b>13,448</b>        | <b>350</b>         | <b>464</b>         | <b>14,262</b>      | <b>13,248</b>      |
| <b>Net income/(expenditure)</b>       | <b>1,278</b>         | <b>( 350 )</b>     | <b>12</b>          | <b>940</b>         | <b>768</b>         |
| <b>Net (loss)/gain on investments</b> | <b>( 129 )</b>       |                    |                    | <b>( 129 )</b>     | <b>436</b>         |
|                                       | <b>1,149</b>         | <b>( 350 )</b>     | <b>12</b>          | <b>811</b>         | <b>1,204</b>       |
| Designations and fund transfers       | ( 1,218 )            | 1,162              | 56                 |                    |                    |
| <b>Net movement in funds</b>          | <b>( 69 )</b>        | <b>812</b>         | <b>68</b>          | <b>811</b>         | <b>1,204</b>       |
| <b>Fund balances brought forward</b>  | <b>5,698</b>         | <b>1,780</b>       | <b>1,067</b>       | <b>8,545</b>       | <b>7,341</b>       |
| <b>Fund balances carried forward</b>  | <b>5,629</b>         | <b>2,592</b>       | <b>1,135</b>       | <b>9,356</b>       | <b>8,545</b>       |

Read our full financial statement at [bhs.org.uk/annualreport](https://www.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 are inclusive and 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

**Article 2 within 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).



Patron  
**Her Late Majesty Queen Elizabeth II**

Vice-Patron  
**HRH The Princess Royal**

President  
**Martin Clunes, OBE**