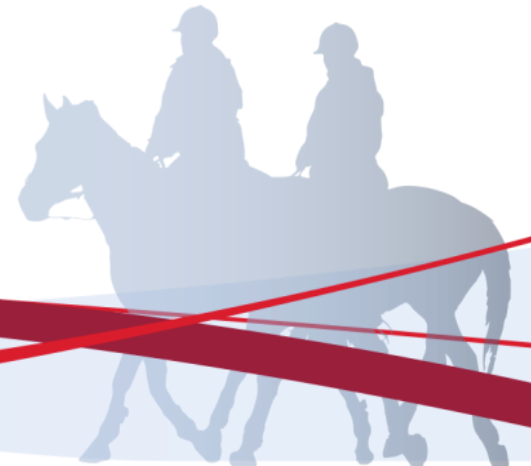


# British Horse Council Meeting

Friday, 30 June 2023

## Leisure and Recreation Update



# Keep Britain Riding

Without them, what are we?

June 2023

## Raise awareness

of the decline in riding schools, and our work to help protect the horse human bond

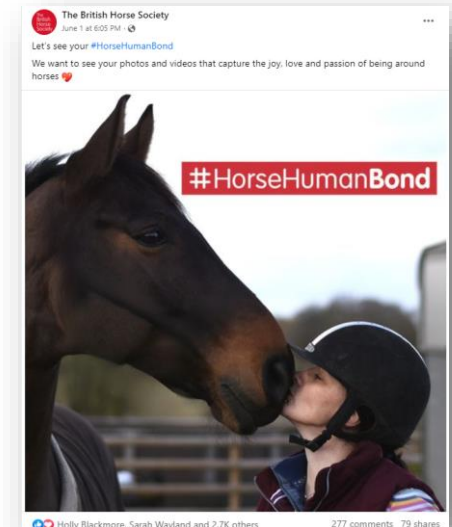
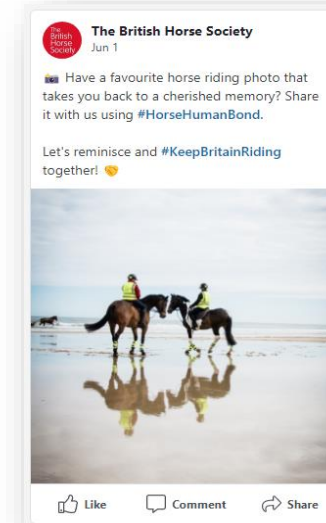
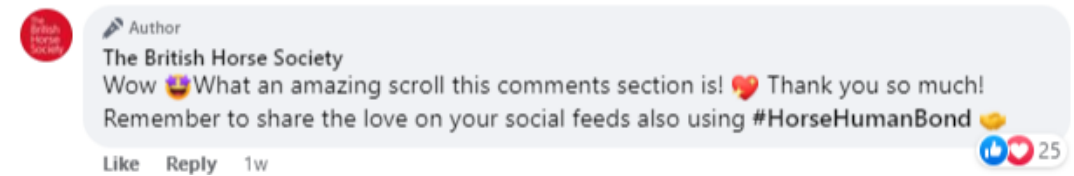
## Share

some of our work and encourage others to share their #horsehumanbond



## Equestrian Digest Campaign to safeguard sector's future

THE British Horse Society (BHS) has launched a new campaign called 'Keep Britain Riding' to safeguard the long-term prospects of the equestrian industry.



HORSE&RIDER



## Donate

Encourage people to **Donate** to our Changing Lives through Horses activity



## What have we achieved, so far

- **63** Press publications
- **5,111** views on website campaign page
- Nearly **1 Million** impressions on social media
- **106,799** post engagements on social media
- **68% increase** in social media post reactions and **44% increase** in post comments
- **2,155 plays** of Horse & Hound podcast
- Total donations (12 – 20 June): **£161.50**
- **8** New memberships

### UK Coaching Week highlights:

- Website traffic to the 'APC' hub up **114%**
- Website traffic to the 'Find a coach' page up **40%**
- 

### Rideathon highlights:

- **2,014 views** of the web page since the campaign launched
- **78 fundraisers** signed up to date raising **£1,076.68**. Total amount raised to date including sponsorship and Gift Aid is **£6,218**



# British Riding Clubs Transformation

- Reducing administration and streamlining technology
- Retaining and recruiting volunteers
- Alternative opportunities for the real grassroots rider





# Project 2026

The UK Government has broken its commitment to abolish the 2026 deadline for saving vital off-road routes.

For horse riders, who currently have access to just 22% of the rights of way network, this decision will be particularly damaging.

In 2022 alone, 69 horses were killed on Britain's roads and 139 riders injured.



# Thank you

