

A Guide to Running Events for The British Horse Society

The
British
Horse
Society

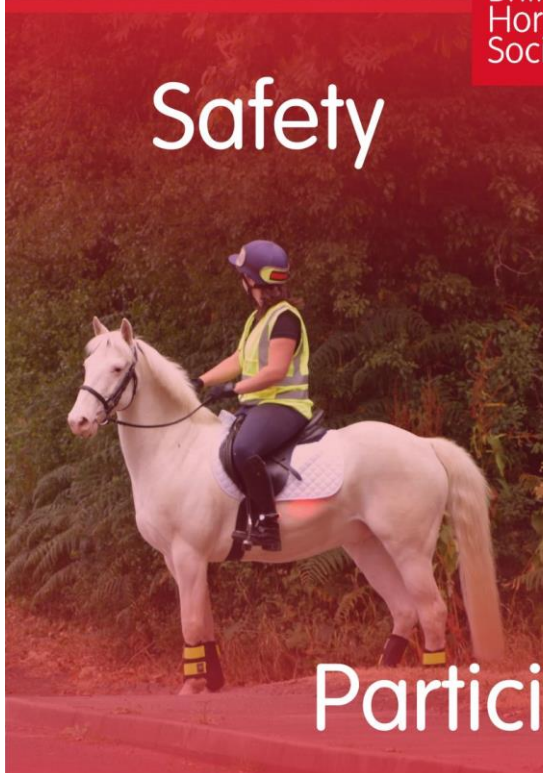


Education

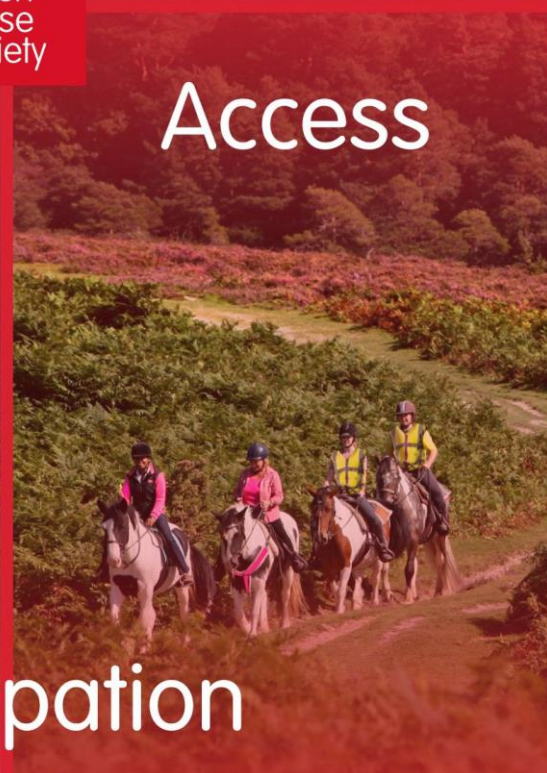


Welfare

The
British
Horse
Society



Safety



Access

Participation

Click on the Index links below to take you to the page in the document. You can link back to this page by using the link in the bottom right-hand corner of each page.

	Page/Links
Index	2
Welcome	3
Why do we run events and training?	4 – 5
Planning an event	6
What events can be run?	7 - 8
Who? Audience, Partners & Barriers	9 - 10
Where to run an event	11
When to run the event	12
Coaches and Presenters	13 - 14
Finances	15 - 16
Resources	17 - 18
Communication	19
Bookings & Payments	20 - 22
Marketing & Promotion	23 - 25
Advance Information	26
Health & Safety	27 - 28
Insurance	29
General Data Protection Regulation (GDPR)	30
Photographs	31 - 32
Feedback	33
The Event!	34
After the event	35

Welcome

If you are reading this, you may be considering running an event on behalf and for the benefit of The British Horse Society.

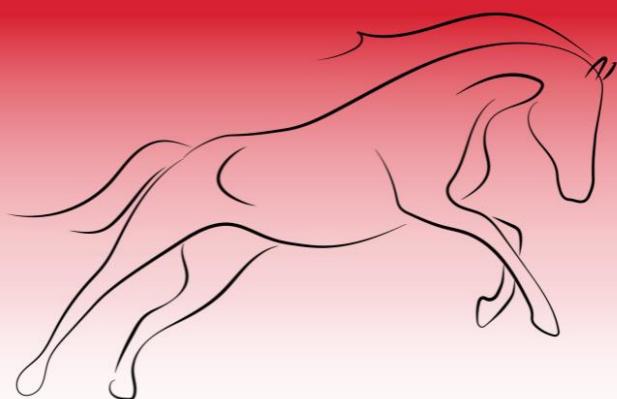
Thank you!



We rely on our volunteers to increase awareness of our charitable aims and to raise essential funds towards our charitable campaigns.

This useful guide gives you clear information on the steps to take to run a successful event. As you read on, you will find references and links to where additional information can be found. Here's a good place to start: [Volunteer Resources](#).

If you have any comments or feedback on how we can improve this guide or your experience of running events for us, please let us know...volunteer@bhs.org.uk.



Why do we run Events and Training?

1: To Fulfil our Vision and Mission



Vision

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

Mission

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

2: To Meet our Charitable Objectives:

The British Horse Society is a registered charity – numbers 210504 and SC038516 – and its activities are overseen by the Charity Commission. Our Patron is His Majesty The King and our primary objectives, as published in our Constitution, are:

- To promote and advance the **education**, training and safety of the public in all matters relating to the horse
- To promote the use, breeding, well-being, **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
- 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, carriageways, public paths and other land.

3: To Raise Funds:

Events are a great way to raise funds which helps to fulfil our charitable campaigns and objectives.



Our Values at the BHS

As an important part of the BHS Team you are an ambassador for our values



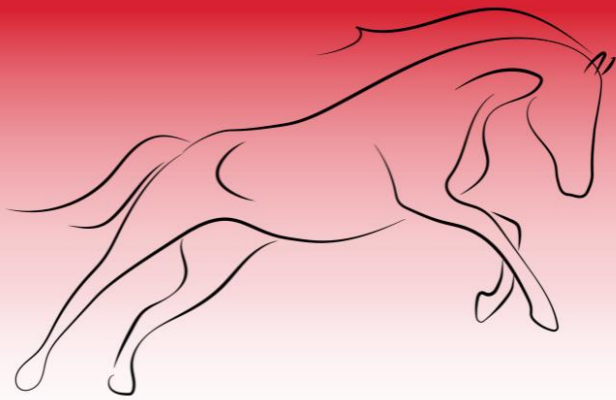
Horses First – the horse is at the heart of all we do

One Team – we collaborate with and value our employees, members, supporters, volunteers 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



Planning an Event

Good planning is the key to running a successful event.

You will need to plan...

What? Who for? Where? When? Who with?
Budget | Costs | Charges | Bookings | Payments |
Resources | Communication | Marketing & Promotion |
Health & Safety | Insurance | Programme | Timetable

THE EVENT

Set up & briefings | Photographs | Breakdown |
Thanks | Feedback | Reporting | Finances | Reflection



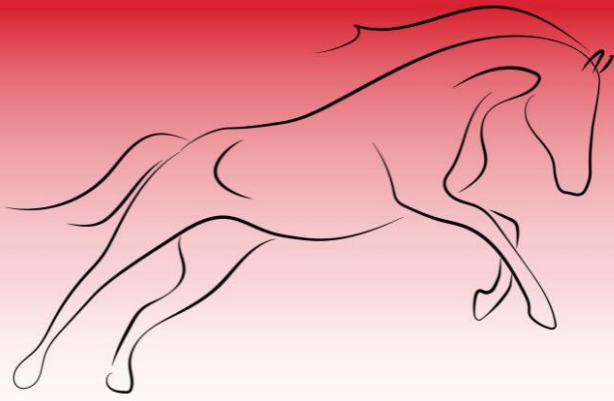
'Failing to plan is planning to fail'

You can find an event planning checklist to help you make sure you've considered everything above [here](#).

Give yourself time to plan and market your event - it is more likely to reach more people and succeed. Events can be planned and marketed months in advance (*think of new film releases, you hear about these months in advance of them being shown in the cinema!*)

Discuss event ideas with your Team. **You don't have to do this on your own.** You can always ask for help and form a sub-team to work on the event and divide up the tasks from the list above. Just be clear who is going to lead the event and move things forward.

Any event organised in the name of the BHS needs to be with the knowledge and agreement of your local committee and National/Regional Manager before going ahead. This is to make sure that it fits with the ethos of the BHS, that our insurance company is happy to provide cover for the activity and that everyone is clear on the reason for the event and the expected outcomes.



What type of events?

Education & Training

Practical training, lectures, demos, online training...



Social & Participation

Pleasure rides, treasure hunts, quiz nights, tack sales...



[Back to index 7](#)

The list is endless!

Here's some suggestions...

Riding Focused

Clinics! - Flatwork | Dressage | Polework | Jumping | Cross Country |
Lungeing | Long Reining | Pilates | Lecture/Demos | Mechanical Horse |
'Have a go days' (Polo/Carriage Driving/Side Saddle/Horse Agility)
...What else?

Horse Care & Management

First Aid | Vet Talks e.g. Colic/Laminitis | Biting | Tack | Feeding | Physio
How to do just about anything!

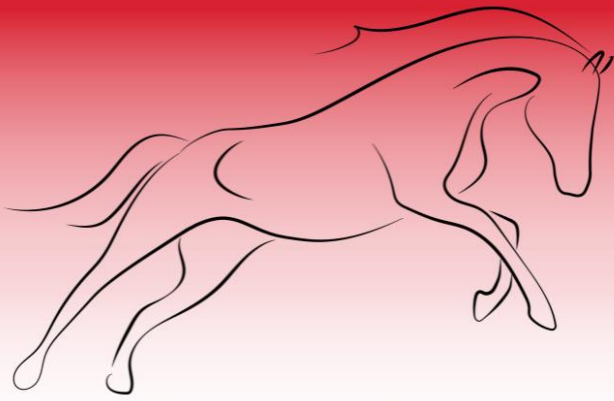
For Fun

Tack Sale | Quiz Night | Raffles | Pleasure/Fun Ride | Competition | Trips to ...? | Fitness |
Open days/Behind the Scenes
...What else?

BHS Training

BHS qualifications | Challenge Awards | Pony Stars





Who? Audience, Partners and Barriers



Who is our audience?

BHS Members / Non-BHS
Members / Riders / Owners /
Would-be owners / Professionals
/ Amateurs / Adults / Children /
Everyone!

There are many different groups
of people who want to learn and
have fun with their horses. Some
events will attract a specific

audience and some will have wider appeal. Consider what you are running and what type of audience you want to attract.

Who else is out there?

[Riding Centres \(Approved and Non-Approved\)](#) / [Coaches \(Accredited Professional Coach \(APC\) and Non APC\)](#) / [British Riding Clubs \(BRC\) or Non BRC](#) / [Pony Clubs](#) / [Equestrian Access Groups](#) / [Facility Centres](#)

There are many other individuals and organisations who offer training and events and could be competitors or partners. Consider the audience you are looking to attract and try not to clash dates and types of events with others in your area.

Partners

Working in partnership with another organisation is possible. Please consider the reputation of any partner you want to work with and run this past your Regional/National Manager. You will need to ensure that responsibilities are outlined and that the expectations, marketing, income and expenditure for the event is agreed in advance.

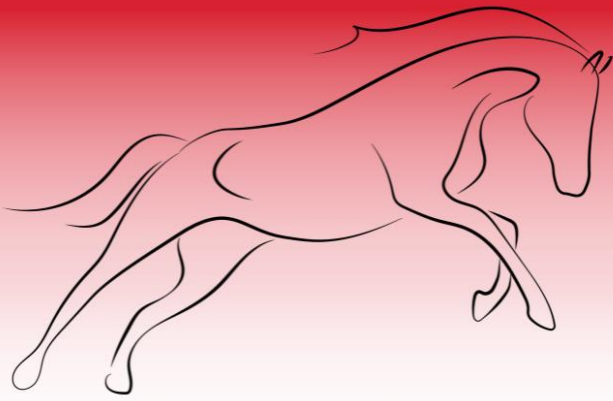
What are the barriers to people attending?

Not interested / no transport / too far / not geographically convenient / too expensive...

These barriers can be overcome depending on the quality and popularity of what you are delivering. *(People will travel a long way to see Carl Hester, but perhaps not as far to see Carl Smith!)*

Great customer experience will keep people coming back. Often, they will tell their friends about what a great time they had, and this 'word of mouth' promotion can work wonders!





Where to run an event

The venue you use will depend on the type of event you are looking to run and what resources you need.



As a first option, any ridden training needs to be held at a [BHS approved venue](#). If an approved venue isn't available, then a suitable non-approved venue can be used. Please remember, standards are important so the facilities should be safe and meet our expectations (i.e. no ragwort in fields, safe arena fencing, safe parking area etc.)



Village halls, pubs, function rooms etc. are great venues for talks and quizzes etc.



Pleasure rides need a good riding route and accessible parking.

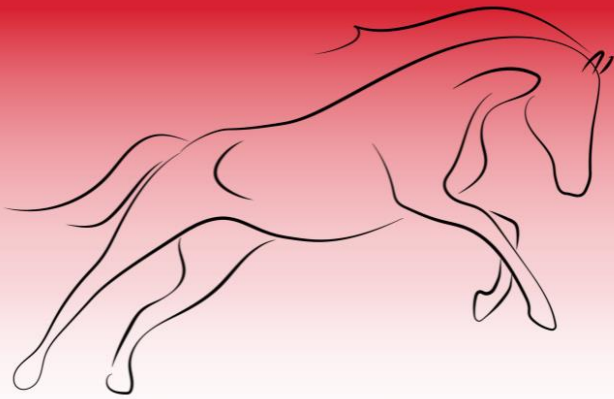


Online – some events can be held virtually. We use a platform called Microsoft Teams and your Regional/National Manager can help set this up for you.

Consider what additional facilities might support a positive customer experience, e.g., tea and coffee facilities. Remember, your BHS event may be someone's first impression of The British Horse Society.



Don't forget to check that the venue you use has insurance. [Find out more about Insurance on page 28.](#)



When to run an event

Topic/Type of Event

Make sure your event is relevant to the time of year. It's not really topical to do a talk on ragwort in the winter.

Make sure your event considers weather conditions. Does your audience really want to sit in a cold draughty indoor arena in December watching a demo or would they rather be in a toasty pub doing a quiz?

Availability

Attendees - when are they available?

Weekday | Weekend | Time of day

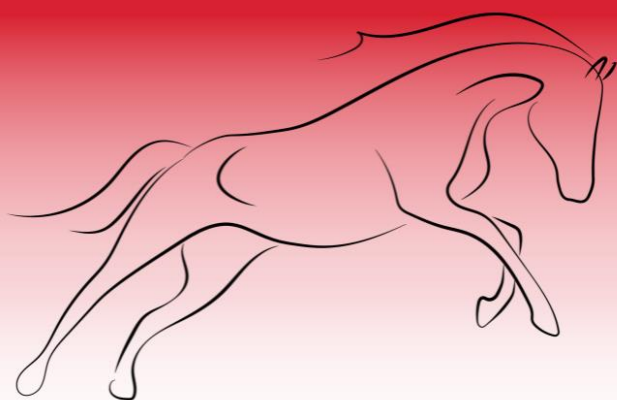
When are you likely to get the most people?

Coaches/Presenters – when are they available to deliver this for us?



Dates

Avoid dates clashing with other events being run in the area. Check local online event calendars/social media to see what else is running.



Coaches & Presenters

You might be running an event that requires a coach or a presenter and we want to ensure that we give the correct and best quality education.

For ridden or horse knowledge and care training you need to use a [BHS Accredited Professional Coach \(APC\)](#). That's because they are insured, have up to date first aid, safeguarding and CPD training.

OR

A qualified professional who is registered with their governing body.
i.e., Vets for talks on colic/laminitis, Farriers for talks on shoeing

Here's a list of the most common equine professions and their governing body to get you started...

Topic	Governing Body
Vet	Royal College Veterinary Surgeons British Equine Veterinary Association
Farrier	Farrier Registration Council
Physio	Association of Chartered Physiotherapists in Animal Therapy OR National Association of Veterinary Physiotherapists
Ridden disciplines	British Dressage, British Showjumping, British Eventing
Chiropractor	British Veterinary Chiropractic Association
Dentist	British Association Equine Dental Technicians
Saddlery	The Society of Master Saddlers
Bitting/Lorinery	Worshipful Company of Loriners



OR

Use your discretion or ask – if you are planning a lecture/demo with a top rider, we wouldn't stop you using them because they're not an APC, but you would need to check their insurance!

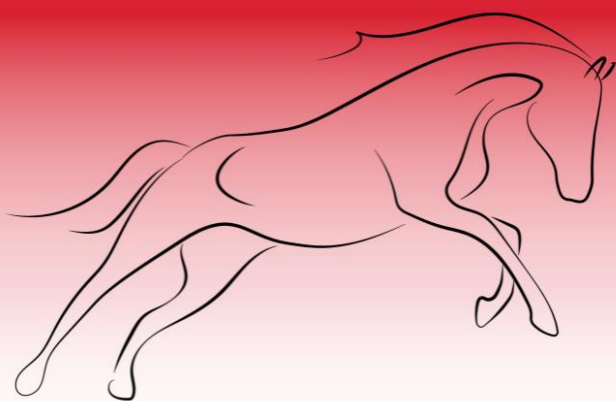
Play to their strengths – you wouldn't ask a dressage rider to run a cross country clinic!

Top Tips...

Remember the person you choose to coach or present may be your attendee's first touch point with the BHS – choose wisely.

You might want to use more than one presenter if they complement the topic you're covering - e.g., Vet & Farrier for Laminitis talk.





Finances

Setting a budget

Generally, you need to aim for your event to break even.

Most events are fundraisers, so you will be aiming to make a profit.

Sometimes you might want to run a free event using some of the proceeds of previous events to cover your costs. A word of advice, putting on events for free may sound like a nice idea but will people commit to attending? Charging a nominal fee or asking for a donation can work much better as they will be more likely to attend or if not, they have still supported your event financially.

Ask questions

Does your venue require a deposit in advance?

Do they have a cancellation policy?

Does your coach/presenter charge by the day, half day or hour?

Will your coach/presenter charge for their time when they aren't coaching i.e., lunch?

What resources will you need to buy? (see suggestions in [‘Resources’](#) section)

Calculate

Once you know all your costs, calculate how many people you will need to attend and what you will need to charge them to break even. Allow for the fact that you may not be fully booked.

- What is the minimum number of people that you need to attend?
- Is what you will be charging realistic/competitive?
- Is your event financially viable?



Working out what you need to charge is simple but important and you will need to know the costs for your event.

Here's an example:

You are running a flatwork training event that will run from 10am to 4pm with an hour for lunch break (5 sessions). The Coach doesn't want more than four people in a group.

Item	Cost	Totals
Arena Hire	£20 / hour (6 hours)	£120
Coach	£40 / hour (6 hours)	£240
Lunch for coach	£10	£10
Volunteer expenses	£10	£10
TOTAL COSTS		£380

Total cost divided by...	Cost per rider	Income	Explanation
20 riders	£19	£380	You will need to be fully booked to break even.
15 riders	£26	£390	You would need at least 15 riders to break even. £140 profit if fully booked.
13 riders	£30	£390	You only need 13 riders to break even. £220 profit if fully booked.

We have an 'Event Budget/Finance Template' which might help you [here](#).

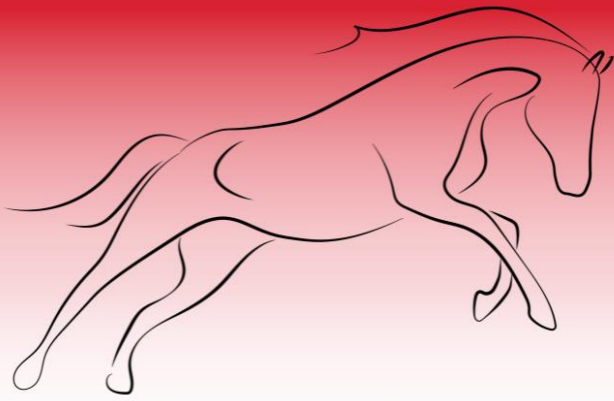
We don't like to cancel events and disappoint people. If you have an event that stands to lose a small amount, you might be able to go ahead using profit from a previous event to support any shortfall. Speak with your team or Regional/National Manager to decide if the event should go ahead or not.

Volunteer Expenses

Any Volunteer's expenses that are incurred when running any event on behalf of The BHS need to be budgeted for within the costs of the event. N.B. Volunteer expenses incurred in running an event will not be met from the [Volunteer Expense Allowance](#).

Sponsorship

You may be fortunate enough to source a sponsor for your event who may give money towards the cost of running or donate prizes. More information and guidance on Sponsors and Sponsorship can be found [here](#).



Resources

What things or people do you need to run your event?

- Can you borrow resources from other teams?
- What does your National/Regional Manager have?
- What does the BHS have?

People - You might need some help at your event. The number of people you will need will depend on the type of event you are running. Some suggestions are: - car park stewards, marshals for roads/crossing points, secretary, judges & scorers, people serving refreshments, selling raffle tickets, etc.



You can ask for help from members in your local teams. The BHS also holds an Occasional Volunteer database. Speak with your National/Regional Manager for a list of people in your area who are happy to be asked for help. If you're inviting a friend along to help, we need to register them as an [Occasional Volunteer](#). Sign them up [here](#). This ensures they are covered by our insurance while at your event.

Toilets - If your venue doesn't have toilet facilities you may need to provide these. If you cannot provide these, you should let people know at the point of booking.

Rosettes & Prizes - Does your event need to offer these? They might be a nice idea for people taking part. (*For Ride Out UK rides the BHS will provide rosettes.*) Please think of environmental impact when ordering rosettes. Can they be used for another event if you have some left over?

Signage / Banners - To direct people to your venue or give them information.

Water - Do you need to provide water for horses? A tap at the venue will suffice. If there is a communal water trough discourage people from allowing horses to drink from this directly ([strangles risk](#)), but provide buckets for them to decant water into their own buckets. If you cannot provide water, please let people know they need to bring their own.

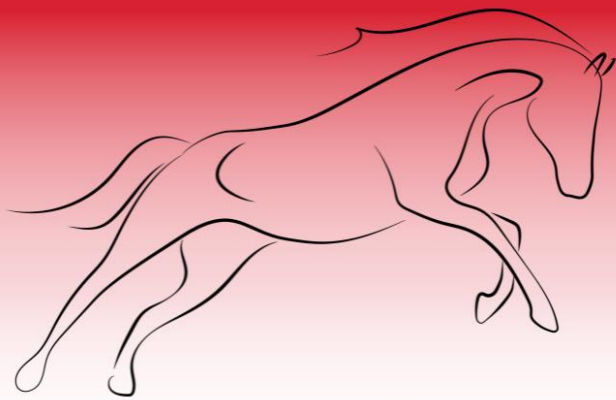
Refreshments - This could be by way of an external caterer or you could provide refreshments free or at a small charge. It may be cheaper to make refreshments yourself, but you will need to consider food hygiene rules - it might be simpler to buy them.

Waste - If you need to purchase resources try to make sure you only get what you need and consider what can be reused at a future event. 'Reduce – Reuse – Recycle'

Other - PA system, Scoreboard, Timing Equipment, Tractors (bad weather)
This list does not contain everything that you might need but gives you some things to think of when planning your event.

Some presenters offer their time for free, and volunteers also give their time freely - you might want to consider giving them a small thank you gift but remember to budget for this.





Communication

Good communication is very important

Communicate with your:

**Venue, coach, presenter, attendees, team, landowners, marshals, volunteers,
National/Regional Manager – everyone!**

You might have decided to form a sub-team to help plan and organise the event, but you will still need to keep your wider team in the loop.

A.R.C.I

Who is **ACCOUNTABLE?** – required or expected to justify decisions or actions

Who is **RESPONSIBLE?** – has an obligation to do something

Who needs to be **CONSULTED?** – seek information or advice from

Who needs to be **INFORMED?** – given facts or information

Example:

Alex wants to run a dressage event for the BHS in his area

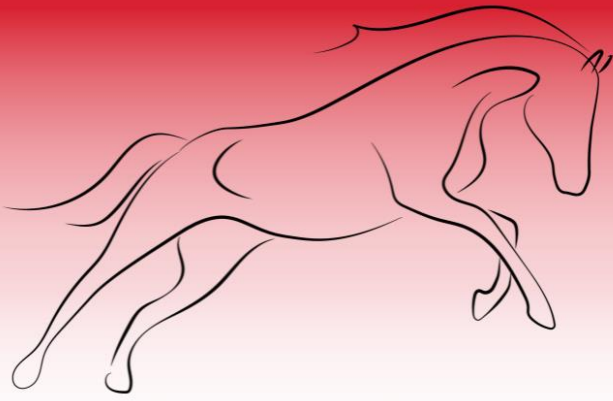
*The BHS is **accountable**.*

*Alex, as the Event Organiser is **responsible**.*

*The team should be **consulted** along with venues, coaches, presenters etc.*

*Other people will be **informed** i.e. BRC Clubs, attendees, that the event is happening.*





Bookings and Payments

Bookings have two sets of criteria:

- **What information do you need?**
- **What information do you need to give?**

You need to decide if you want people to book in advance or pay on the day and how you want them to book.

Information you may need

Name, address, postcode, email, contact phone number, health information, emergency contact no., rider competence, horse age, training level - what else?

Please remember, in line with data protection regulations ([GDPR](#)) you should only collect the information you really NEED to run your event and no more!

For ridden activities, we need to know if attendees have Public Liability Insurance or if their horse is vaccinated. Again, make sure you get all the information you need but no more than you require, i.e., a declaration on a booking form with either BHS Gold Member number or the name of insurer and policy no. would be sufficient to know that a rider has Public Liability Insurance. We should not be asking for certification as proof of this ([GDPR](#)).

Information you may need to give

Cost, date, time, closing date, terms & conditions, joining link (if online event), cancellation policy... what else?

Make sure you give all the information that the person needs.

Advance bookings (preferred)

Required...

- For events where you want to know who is coming or you have limited places.
- If you need to have details of horse/rider ability or special requirements.

[Back to index](#) 20

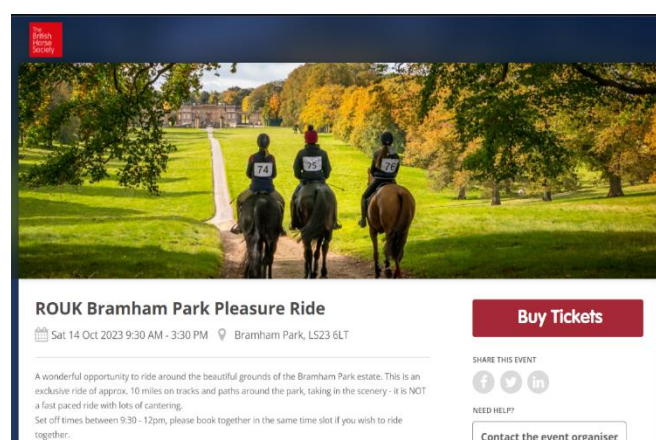
- If you need to have some guarantee of payment.

Online booking is a great way to achieve this, if you would like your event to have online booking, please speak to your Regional/National Manager who can set this up for you.

You could consider offering an early bird price to incentivise people to book early and thereby guarantee numbers/income i.e. £20 before XX date or £25 after XX date.

Pay on the day (not recommended)

If you leave it up to people to just turn up at the event you will have no idea how many people are attending and if you will cover your costs. You will also need to deal securely with booking information that is completed on the day ([GDPR](#)) and cash or bank transfers at the event. This option can be slow, time consuming and require more volunteers to book people in and could negatively impact their experience of your event.



Terms & Conditions

Terms and conditions provide clarity about what should happen in any given situation. They set out the key terms you are offering to your attendees and help others to understand their duties, rights, roles, and responsibilities. It is recommended that every event run on behalf of the BHS has Terms and Conditions which apply to that event.

These will need to be available at the point of booking. We have a 'pick your own' list of possible [Terms and Conditions](#) you can use.

Cancellation Policy

Your cancellation policy will need to form part of your Terms and Conditions. It is important that people know what will happen in the event of a cancellation.

- If you cancel an event, what is the process for notifying this/refunds?
- If an attendee cancels, what is the process for notifying this/refunds?

[Back to index](#) 21

Payments

How will attendees pay you?

Online

Payment will be taken into the online system and transferred to your committee's bank account. Please speak with your Regional/National Manager to see how this works in your area. Online transactions are subject to card processing fees and can be accounted for in your charges/budget.

Bank Transfer (BACS)

You give the attendee the bank details (account no. & sort code) of your committee's account and the money is transferred directly. You will need to liaise closely with your Treasurer regarding these types of payments.



Cash

Paid on the day or before the event must be banked as soon as possible. No cash taken should be used for the payment of expenditure. **All income and expenditure must go through the relevant BHS bank account.**

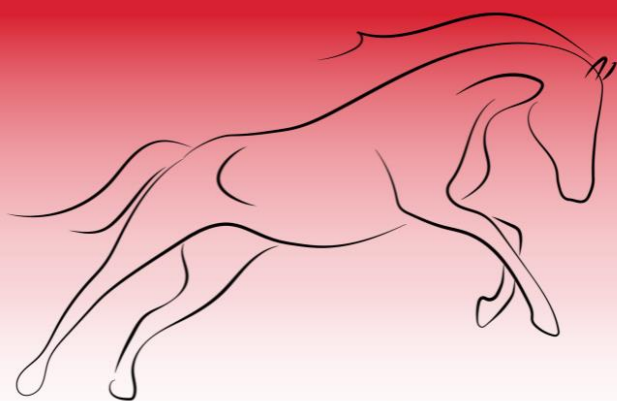
Deposits

You might prefer people to pay a deposit with the balance being paid later. This is more relevant for expensive events such as Camps or trips as it gives people more time to pay. Do you need to add this to your Terms & Conditions/Cancellation Policy?

Discounts

****WE CANNOT GIVE DISCOUNTS TO BHS MEMBERS!****

This has the potential to jeopardise the Gift Aid that we reclaim from HMRC on membership subscriptions – currently worth over £1 million pounds to the BHS. You can run a BHS member only event or give BHS members priority booking.



Marketing and Promotion

Your event will only be successful if it is appealing, people know about it and they attend.

The BHS has a strong brand identity, and your marketing should follow our [brand guidelines](#) as closely as possible, using the BHS logo is a must. Your volunteer marketing and comms officer or your National/Regional manager will be able to help with this.



What is going to attract people to your event?

Unique Selling Points (USP's) – why should people come, what will they get out of it?

Photos – these help to sell an event so images should make it look fun, inspirational, intriguing and relevant. You need to have permission to use photographs that promote your event and they should fit with the [BHS Image Guidelines](#).

Facts – day, date, time, venue, cost, booking link.

Contact Info – this will be in the public domain, so please use your BHS Volunteer email address.

Logo – make sure your promotional material is branded with our [logo](#).

You need to promote your event well in advance (think how early you start to hear about a new film release before it's even in the cinema). Some experts suggest promoting your event 3 – 6 months in advance, starting with a trickle of information and leading up to a more condensed effort the closer it gets. For your event, we would suggest at least 6 – 8 weeks in advance.

If your event has a booking deadline, this is the date you should work to, here's an example...

When	What	Example
8-6 weeks before	Announce your event is coming	Coming Soon!
6-4 weeks before	Tell them when you will open bookings	Tickets will go on sale tomorrow/Friday/next Monday
	Announce bookings are open	Bookings are now open, grab your place!
4-2 weeks before	Remind people to book	Only x spaces left, grab your place
1 week before	Create urgency before bookings close	Last chance, don't miss your chance to join us, bookings close tomorrow/Friday etc.
Just before	Create a sense of community	Looking forward to seeing you tomorrow, let us know who you're bringing, post a pic in the comments.
On the day	Show how great the event is/remind those who aren't coming they've missed out	We're ready for you/lovely to see you
Just after	Thank people who came, share some photos, tell everyone who didn't come how great it was!	Thank people who came along/coach/venue/volunteers. Here are some great photos from our fantastic day.



Websites

Once you have your promotional information ready, send this through to your National/Regional Manager who will put a listing on the BHS website. Are there external websites that you can advertise your event on for free e.g. The Riding Diary?

Social Media

You can promote your event on your BHS local/regional/national Facebook pages/groups and any other pages/groups that you are a member of. If you are not an Admin/Editor then ask the relevant person in your team. Here are some tips and advice on how to make the most of [social media](#).

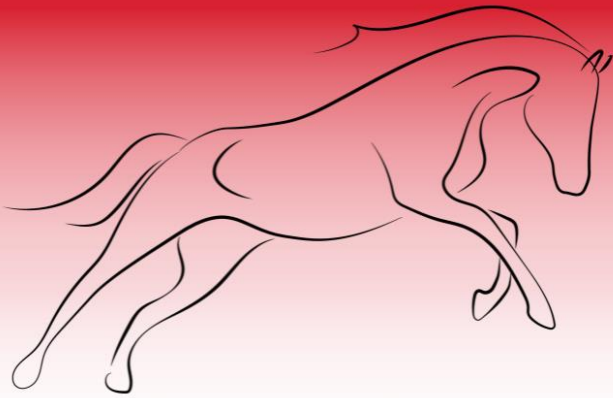
Other

The BHS has an E-Newsletter which is sent to members at the start of each month. Send your promotional information to your Regional/National Manager by the 1st of the month for inclusion.



A small quantity of posters can be printed and posted to local tack shops/outlets with a note asking the owner to display. Remember to budget for this. The BHS has [poster templates](#) you can use. You could ask people if they would display a poster in the rear or rear passenger window of their car, it's amazing how many people will see this.

Consider what else can you do to promote your event?



Advance Information

You're fully booked, that's great!

Do you need to send your attendees any information before the event?
Check with your coach/presenter if there is any advance information they need to have communicated.


Who else do you need to give advance info to e.g. demo riders, coaches, venue, caterers?

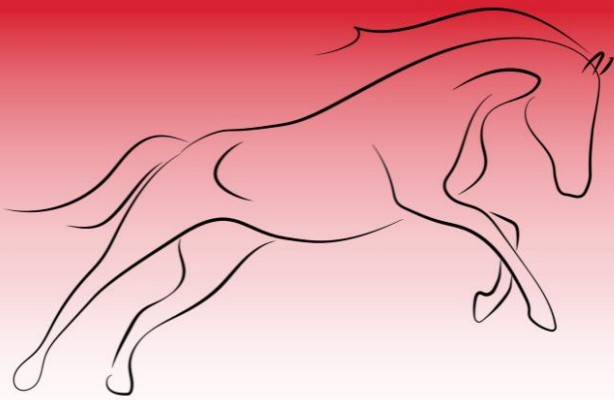
Here are some examples of what you might need to consider...

- Arrival info
- Start & end times
- What to bring/wear
- Who to contact on the day
- Timetable/Programme
- Group times
- Link to on-line event

Itinerary	
<small>**Timings may be subject to changes on the day</small>	
9.30am	Registration and refreshments
10.00am	Introduction and aims for the day - Putting learning theory into practice - Shopping behaviour
10.30am	Using pressure release - in hand examples dealing with issues such as needle shy, spray shy, difficult to worm, loading and mounting etc.
12.00am	Flatwork demo
12.45pm	Lunch
1.30pm	Introduce jumping - connection/rhythm/rushing
1.45pm	Jumping exercises demo 1 - using learning theory for improvement/ connection.
2.15pm	Jumping exercises demo 2
2.45pm	Jumping exercises demo 3
3.15pm	Discussion and questions
4.00pm	Finish

Location: What3Words for the entrance to the equine car park is:
<https://www.3w.co/braken.tiring.sleepless>





Health & Safety

We want everyone who organises, helps at, or attends our events to be safe.

Every event run by the BHS must have a written risk assessment submitted in advance to eventsafety@bhs.org.uk

Separate training on Health & Safety for events is run by the BHS for Volunteers so the information found in this document is not definitive.

All volunteer training opportunities can be found [here](#).

- The BHS and its representatives are responsible for the safety of people and horses that attend BHS organised events.
- Individuals are also responsible for their own and their horse's safety and the safety of others.
- We need to protect the BHS both financially and reputationally.

What is a Risk Assessment?

A process which identifies and minimises the possibility of harm to others and proof, in the event of an accident, that all risks have been identified and managed where reasonably practicable.

Why do a Risk Assessment?

1. To protect the safety of people and/or horses at events | **2.** To protect the BHS | **3.** To protect the organisers.



Five Steps to Risk Assessment

1. Identify the hazards | **2.** Decide who might be harmed and how | **3.** Evaluate the risks and decide on precautions | **4.** Record your findings and implement them | **5.** Review your assessment and update if necessary.

[Back to index](#) 27

Some things to consider...

- Up to the point when people arrive at your event, they are responsible for their own safety.
- When they arrive at your event you are responsible for their safety.
- If you are hiring a venue, ask for a copy of their risk assessment.
- Always think of the worst thing that can happen and work back.
- As far as possible, try to identify every risk and reduce it.

Communicate

The success of your risk assessment will depend on how well you have implemented and communicated the control measures both to other members of the organising team and to the people attending.

Risk Assessment Forms

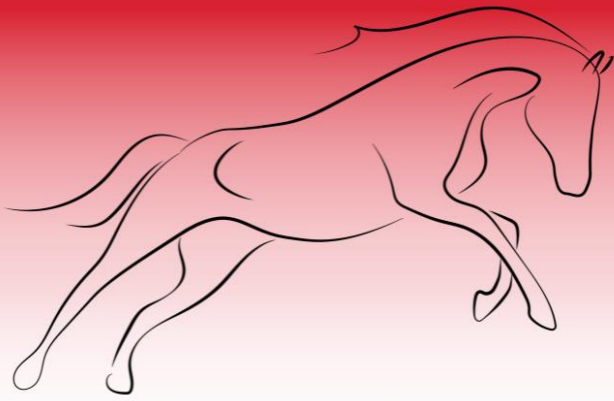
These can be re-visited and revised for future events at the same venue.

If an accident/incident occurs

- Accident/incident to be recorded on an Accident Report form (make sure you have these to hand at your event)
- Accident report form/s to be sent to eventsafety@bhs.org.uk as soon as possible after the event and reported to your Regional/National manager.

Here's our up to date [Health & Safety information](#) where you can download all of our guidance including our risk assessment and safeguarding templates.





Insurance

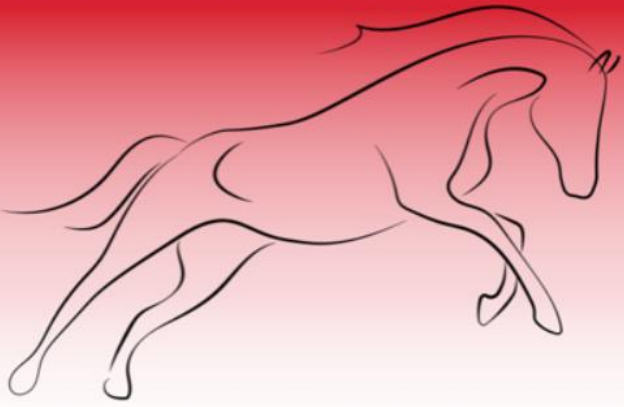
The BHS holds insurance that covers our volunteers and the activities they run on our behalf. Volunteer organised events are covered once the National/Regional Manager and local team have been notified and a risk assessment has been submitted to eventsafety@bhs.org.uk.

If you are running an event in partnership with another organisation or using land or facilities belonging to a third party, you must ensure that they have their own Public Liability Insurance in place and they should provide you with a copy of their insurance policy certificate.

If you are using a coach or presenter, you will need to check that they have their own insurance cover.

Here's our up to date [BHS Insurance information](#).





General Data Protection Regulation (GDPR)

Rules governing the collection and use of personal data by organisations have changed substantially over the past few years.

Data Protection is not new, but the consequences for organisations that mismanage other people's personal information are significant. Under GDPR legislation the most serious violations can attract fines of £17.5 million.

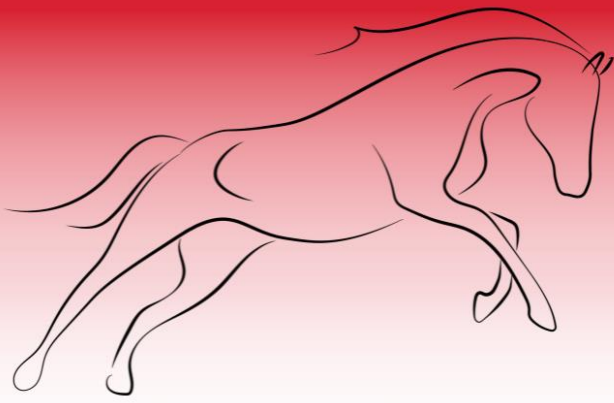
Any data you collect from an individual for an event (name, address, email, bank/credit card details etc.) can only be used for the purpose in which it was given i.e., only that event. If you need to know whether an attendee has Public Liability Insurance or whether a horse is vaccinated a declaration on a booking form would be sufficient. We should not be asking for certification as proof of this. Once the data has been used, any physical or electronic versions of the data must be securely disposed of/deleted/destroyed. **Shred paper data and delete electronic data.**

You are only allowed to retain data for other purposes if the individual has given express permission for this. Even then, this data cannot be kept for lengthy periods of time without new and updated permission being sought so best not to keep data after an event.



If you are sending an email to several people about an event, remember, they have not given you permission to share their email address with others so please ensure you blind copy (BCC) email addresses in your email browser/app to avoid a data breach.

Here's our up to date [BHS Data Protection information](#).



Photographs

Photographs from your event can be really useful, especially if they show everyone having a good time! This can help boost your reputation for holding great events and you can also use them to promote another similar event.



This is a good photo



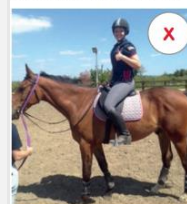
This is a great photo

Many people look to the BHS for best practice on all things equine, so it's very important that any images used in relation to the BHS and its activities adhere to the [BHS Image Guidelines](#).

Depending on your type of event, you might want to invite a professional photographer. Find out beforehand whether they will charge you. Some photographers are happy to attend for free as they will make money from the sale of the photographs. If a professional photographer supplies you with any images free of charge you should credit them as and when you use these as they belong to the photographer, not to you.



This rider is wearing the correct kit and looks presentable



This rider is not holding the reins, is not wearing gloves and has obvious jewellery



This rider is behind the movement of the horse

Images of people are classed as personal data ([GDPR](#)), so if you take pictures at an event, please make sure you have consent to be able to use these on the BHS website, in BHS publications or on social media.

You need to ask on your booking form whether people are happy or not to have their, any child they have responsibility for, or their horse's photograph taken. It needs to be clearly stated how and when any images taken might be used. It is good practice to link through to the [BHS Privacy Notice](#) on our website.

If consent at the point of booking has not been requested, then consent needs to be obtained at the event. Here's our [Paper Photograph Consent Form](#) you can print and take with you or you can complete the [Online Photo Consent Form](#) if you have this link (<https://wkf.ms/44SQR0H>) with you at your event and a mobile internet connection.

You need consent for any individual who will be the main subject of an image. You don't necessarily need consent for people who appear in the background of a photograph or video footage, but you should follow the guidelines for making people aware that photography/filming is taking place.

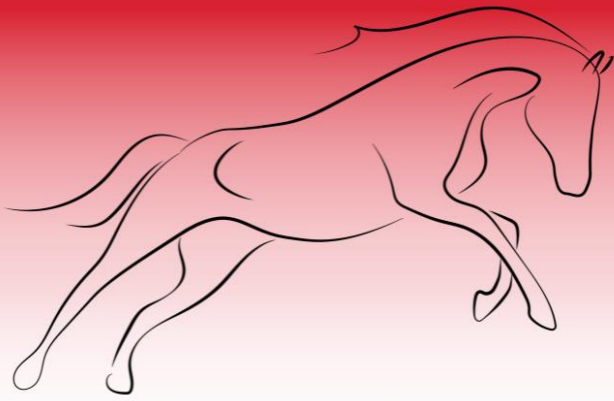
Remember, consent must be updated regularly. If you intend to use a catalogue of images over a long period of time, you may need to go back to the individual and gain fresh consent. You should delete images that you don't have current consent to use – anything older than two years would require fresh consent or deletion.

Please do not use or publish any pictures that you do not have consent for.

If you don't have photo consent, what photos can you take that don't identify people? (Backs of heads work well!)

Here's our up to date information for [Photographs & Filming](#).





Feedback

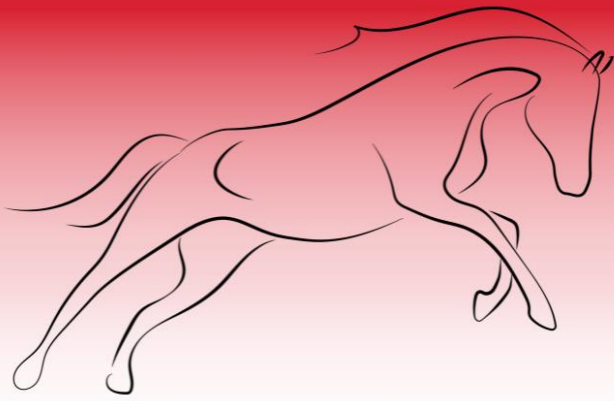
Feedback from people who have attended your event is always useful and this can be verbal or written.

An attendee saying to you 'that was a great ride' or overhearing 'I thought it went on a bit' is all feedback and can be used when you evaluate your event and acted on if you run something similar again.

If you want written feedback this can be a form that the attendee completes immediately after the event or via a survey link sent to them later. Please only ask for feedback if you are going to use it. We all get asked to 'tell us what you think' by all sorts of organisations but we're only happy to do that if we think it will make a difference.

If your event went well, tell people about it on social media afterwards. You can also use this to invite feedback, e.g. *"what did you enjoy most, tell us in the comments"*.





The Event!

If your planning has been great, then the event will be great!

As the organiser, you will be the 'go to' person so be prepared for anything.

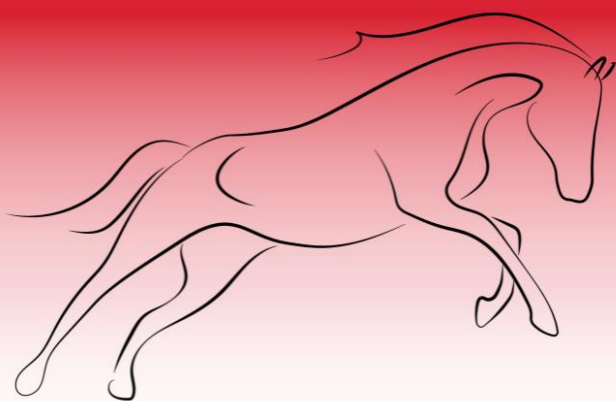
It may be hard work on the day but enjoy being a part of it.

Take photographs.

Remember to thank everyone who's helped you on the day.

When it's all done, give yourself a pat on the back, go home and have a large drink!





After The Event

Finances

Any money from the event will need to be banked, or if received on-line, transferred to the relevant BHS bank account.

Update your [budget/finance form](#) with actual receipts, costs and volunteer expenses, so that you know exactly how much money the event raised.

Any Volunteer's expenses that are incurred when running any event on behalf of The BHS need to be budgeted for within the costs of the event. N.B. Volunteer expenses incurred in running an event will not be met from the [Volunteer Expense Allowance](#).

Reporting

Reporting after the event is important so that the BHS, your Team, your National/Regional Manager know how things went, how the finances worked out and what impact your event had in supporting the charitable objectives of the BHS.

Reflection

Using your own experience of the day, and taking account of any feedback received, would you do anything differently next time?

On behalf of The British Horse Society...

