



# British Dressage

## Strategic Plan

From Tokyo 2020 to Paris 2024



Bringing people and horses  
together in harmony

## Our sport

British Dressage is the National Governing Body for the Olympic and Paralympic sport of dressage in the UK. A member of the British Equestrian, British Dressage has over 16,000 members and offers competition, training and participation activity for riders at all levels, from grass roots to elite level.

The COVID-19 pandemic has produced major challenges for all sports over the last 12 months, causing severe disruption and financial hardship across the sector. However, British Dressage is in a strong position to build on the successes of the last decade and continue the huge growth in popularity that the sport has enjoyed since London and Rio.

This new five year strategy was due to be launched in the spring of 2020, but was pushed back by the events of the past 12 months. However, this now provides a perfect platform to relaunch the sport, marking a fresh start with a new brand identity that will take British Dressage on the next phase of our journey, from Tokyo to Paris and beyond.

# Our vision

British Dressage aims to be universally respected as an inclusive and successful sporting organisation, bringing people and horses together in harmony.

[www.britishdressage.co.uk](http://www.britishdressage.co.uk)



# Our mission

To provide, training, education and competition opportunities for all who enjoy dressage, whatever their aspiration and ability.

# Our values

## respect

We will ensure that everyone involved in our sport is treated with consideration, courtesy and respect at all times.

## inclusivity

We endeavour to be accessible to all, with a commitment to promoting equality and diversity throughout the sport of dressage.

## teamwork

We will work collaboratively and collectively with all of our stakeholders to achieve common goals and objectives, communicating effectively in the spirit of partnership.

## welfare

Equine and human welfare is at the heart of everything we do, celebrating the bond between horse and rider for the wellbeing of both.

## integrity

We aim to uphold the highest standards of good governance, transparency and accountability for our members.



# Our commitment

## British Dressage will...

- Promote dressage as the foundation for the training and education of all horses.
- Offer inspiring competition opportunities for all, from grass roots to Grand Prix.
- Encourage the widest participation by ensuring dressage is accessible and inclusive.
- Uphold the highest standards of horse and human welfare within our sport.
- Support all our people to drive the development and sustainability of our sport.



# Our objectives

There are five key elements that form the foundations on which we will build this five year strategy for British Dressage.

## Competition

To provide competition and championship opportunities for all, from grass roots to international level.

## Participation

To encourage participation in our sport and make dressage accessible to as wide an audience as possible.

## Education

To provide training, education and development opportunities for everyone involved in the sport of dressage.

## Promotion

To increase awareness and understanding of the sport, generating more interest in dressage at all levels.

## Governance

To set high standards and ensure that the sport is run professionally, efficiently and effectively for members.



# Competition



We aim to provide competition and championship opportunities for all riders, from grass roots to international level, by achieving these key objectives:

Consolidate and streamline the competition structure, with clearly defined and consistent qualification and eligibility criteria.

Simplify competition rules, with less complexity, to ensure that the sport is more understandable and accessible to all.

Establish two harmonised seasons, offering competition pathways and championship opportunities at all levels.

Increase participation by providing regular opportunities for members to compete within each region and improving accessibility.

Revitalise and refresh Quest competition in order to attract new riders and build a bridge between Club and Full membership.

Establish clear criteria for venue assessment and evaluation, to ensure that high standards are delivered and maintained.

Review the fixture tender and allocation process, to create a fair, open and transparent system for all venue organisers.

Conduct regular mapping exercises to ensure that competition opportunities meet the requirements of members in all regions.

Optimise the number of fixtures by level and region, based on demand, improving the spread and frequency of competitions.



# Participation

We aim to increase the level of participation in our sport and make dressage accessible to everyone, by focusing on the following areas:

Ensure that British Dressage is accessible and inclusive to riders of all abilities, at all levels of the sport, regardless of background or experience.

Enhance the member experience by offering a range of training, development and social activities that create a sense of community.

Establish a clear structure for youth development pathways for Under 21 riders, from regional to national and international level.

Collaborate with other member bodies, such as British Horse Society, Pony Club and Riding for the Disabled Association to encourage more riders to participate in affiliated dressage.

Integrate Para dressage into all aspects of BD, including development pathways for riders, coaches, judges and stewards.

Develop a framework that will support the delivery of equality, diversity and inclusion initiatives across the equestrian sector.

# Education



We aim to provide training and development opportunities for everyone involved in the sport of dressage, by delivering a range of educational initiatives:

Establish a workforce education and quality assurance system that produces high standards of training and continuing professional development.

Implement a judge education and assessment framework that delivers a consistent quality of officiating and a positive competitor experience.

Clearly define the youth development pathways for young riders at all levels, including professional education opportunities.

Integrate pathways for Para officials to increase number of judges and stewards required to support the growth in Para participation.

Deliver a cohesive CPD strategy to meet the personal and professional development needs of all coaches and officials.

Establish a coach development framework that will improve the quality of training and deliver a positive experience for riders.

Provide high quality CPD opportunities that will harness the available technical expertise from coach developers and practitioners.

Provide accessible development pathways for stewards, with enhanced training and education opportunities at all levels.

Promote the awareness and understanding of horse care and welfare principles through all BD education programmes.

# Promotion

We aim to increase the profile of the sport, generating more interest in dressage at all levels, by engaging with as wide an audience as possible.

Increase the awareness and understanding of dressage, in order to break down any barriers or preconceptions about the sport.

Refresh the BD brand to reflect modern and contemporary values, ensuring that it is viewed as informal, accessible and fun.

Celebrate the achievements and success of dressage athletes at all levels, from grass roots to Grand Prix, Quest to Olympics.

Support the recruitment, retention and reactivation of BD members through a range of innovative marketing and communication initiatives.

Develop the digitalisation of BD activities and generate more online content to enhance accessibility and increase stakeholder engagement.

Review and revitalise the membership offer to provide a unique range of benefits that deliver added value to BD members.



# Governance

We aim to set high standards in everything we do by ensuring that our sport is run professionally, efficiently and effectively for members.

Ensure that the highest standards of governance are upheld and maintained, in accordance with UK Sport and Sport England code.

Invest in the sport for the benefit of all participants, securing a long term, sustainable and successful future for dressage.

Provide training, education and development initiatives that will enhance member experience, in line with charitable objectives.

Act responsibly, ethically and with integrity, taking an open, consultative and collaborative approach with all stakeholders.

Ensure that the welfare of horse and rider remains at the heart of the sport of dressage, promoting the wellbeing of all participants.

Work in partnership with other member bodies and organisations to support the development of the whole equestrian sector.

# Priorities for 2021



These are some of the initiatives we will be working on during the post-COVID recovery period this year to build back better and ensure that the sport has a bright and successful future:

Refresh the brand identity to reflect the contemporary values of BD and enhance the image of the sport presented to the wider public.

Fully realise the Tokyo 2020 opportunity, by achieving medal success and effectively promoting Olympic & Paralympic Games, bringing dressage to a new audience.

Implement the changes to the competition structure, including the two season Area Festival format and new National Championship classes.

Establish the training and education framework for BD officials, including the rollout of new judge examination and assessment systems.

Formulate and deliver a Continuous Professional Development programme for all BD recognised and accredited coaches.

Promote the opportunities available to Under 21 riders through BD Youth programmes, from regional to national and international level.

Develop the Para pathways for riders, officials and coaches to ensure that dressage is inclusive and accessible to all.

Continue investment in IT, to improve training and education databases, enhance reporting mechanisms and further develop BD online for venues.

Continue the digitalisation of BD activity, including live streaming, online training, e-learning platforms, interactive webinars and social media engagement.

Launch of other commercial initiatives, including BD media partnership and a new clothing and merchandise range.



Bringing people and horses  
together in harmony

Meriden Business Park,  
Cope Drive, Meriden,  
West Midlands CV5 9RG

Tel: +44 (0) 2476 698830  
[office@britishdressage.co.uk](mailto:office@britishdressage.co.uk)  
[www.britishdressage.co.uk](http://www.britishdressage.co.uk)