



BD Competitor Survey

In November 2022, we invited members to take part in the British Dressage competitor survey, to help us understand how we can improve and enhance the competition experience for members at all levels of the sport.



3,256

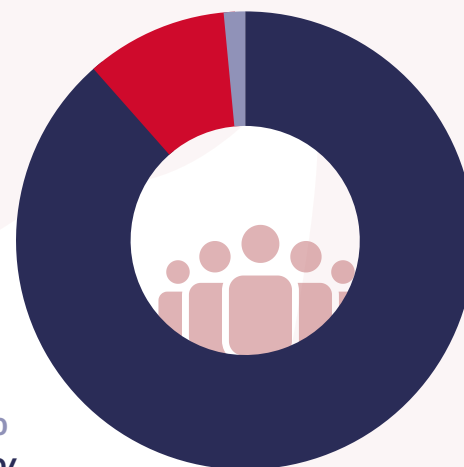
competitor surveys completed

Average time as a BD member

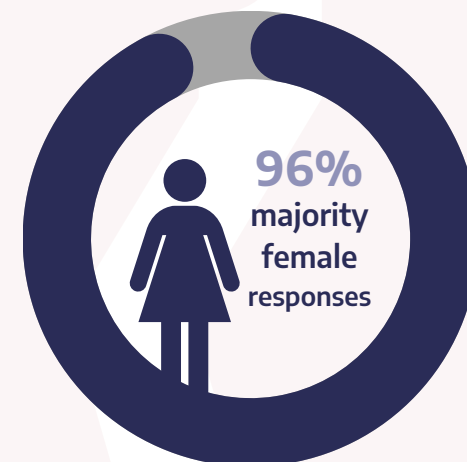
6 years

46

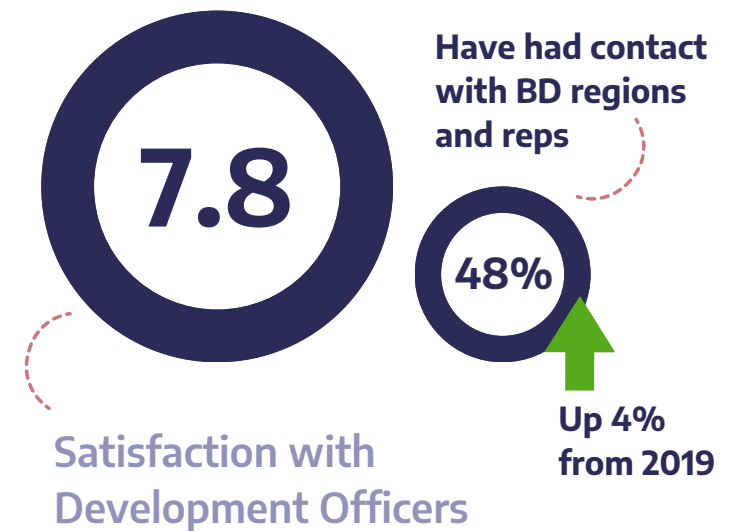
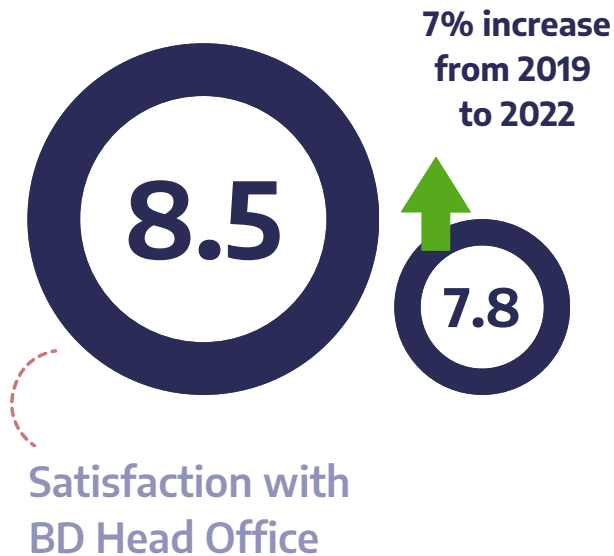
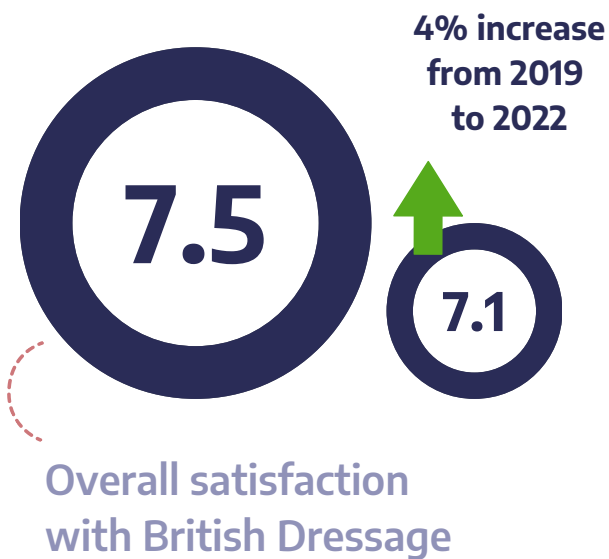
Average age



Club 10%
Para 1.5%
Full 88.5%



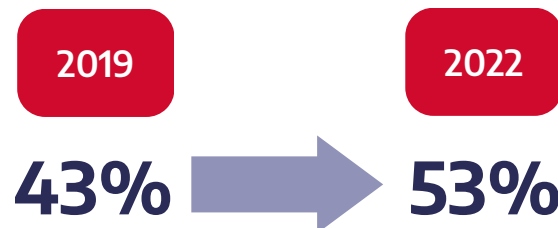
Membership satisfaction



When rating the overall experience competing or participating in the sport, dissatisfaction rates have reduced, whilst satisfaction rates have increased.

Satisfaction ratings out of 10

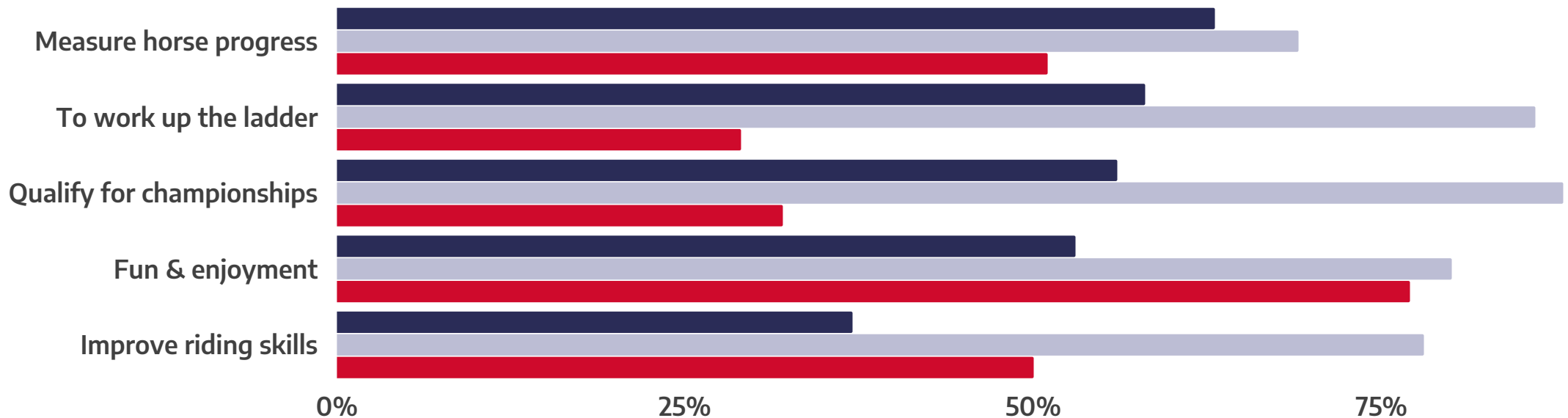
8, 9 or 10



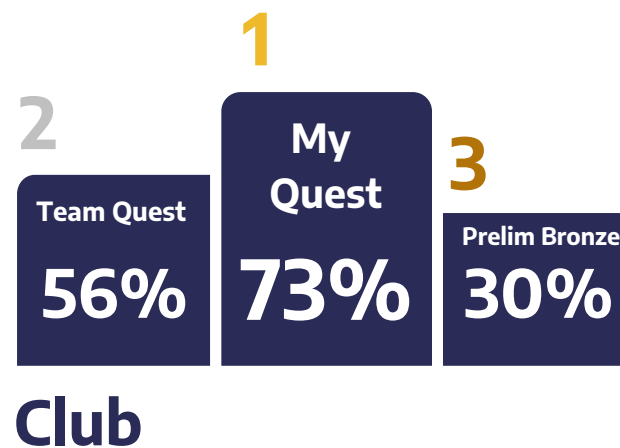
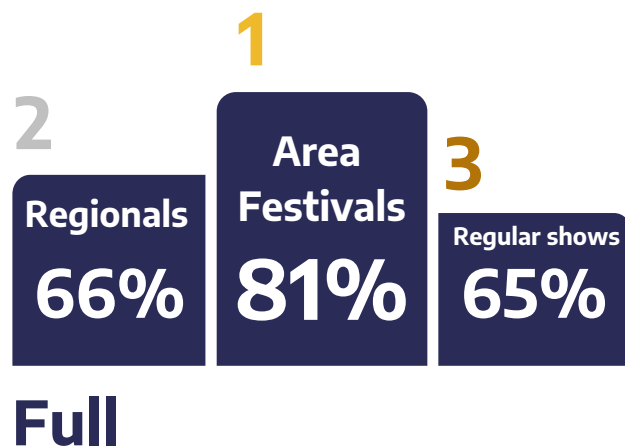
**Renewal
intention**
rated as
'highly likely' or
'definitely'

Motivation & goals

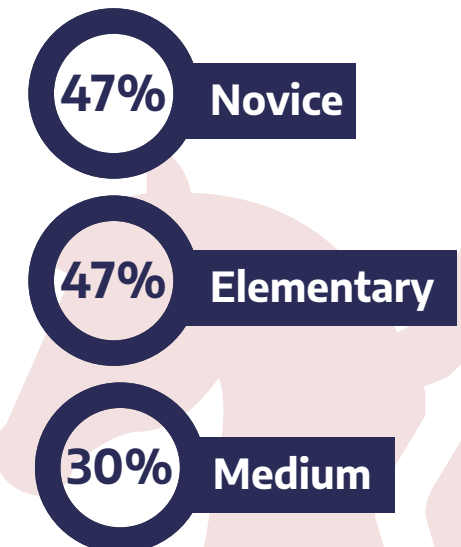
The highest ranked reasons to compete...



Competitive goals for key member groups



Full member focus (levels)



Travel & frequency

Average
miles
travelled

North
& East

Full
37m

Club
30m

South
& East

Full
35m

Club
24m

Scotland

Full
45m

Club
33m

North
& West

Full
33m

Club
26m

South
& West

Full
36m

Club
26m

Wales

Full
42m

Club
34m

How far members will travel for competitions?

Championships

Regular BD shows

Full

81 miles

36 miles

Club

70 miles

28 miles

Para

102 miles

46 miles

78% 77%

65%

50%

61%

55%

Full

Club

Para

How many members
are competing at least
once a month

2019

2022

Venue

Top ranked factors in choosing a venue

-  **1** Quality of surface
-  **2** Quality of warm up arena
-  **3** Welcoming & friendly staff
-  **4** Travel distance
-  **5** Ease of parking
-  **6** Arena size

Top ranked organisational factors

-  **1** Competition schedule
-  **2** Timeliness of results
-  **3** Customer service
-  **4** Online entry provider
-  **5** Advance communication
-  **6** Live scoring



As well as the above factors, the following lower ranked points were considered very important to para members: Accessible facilities, toilet and shower facilities, and availability of quality stabling.

Attitudes to BD competitions

Full



Achieving qualification for championships is realistic



Competition structure encourages my progression



There are plenty of competitions for me and my horse

Summary

- Fewer Full members think the competition structure is complex.
- More Full members agree that the rules are easy to understand compared to 2019 survey results.
- Attitudes towards judging are positive and consistent.

Club



Quest provides a good introduction to affiliated dressage



Achieving qualification for a championship is a realistic goal



I'd like to compete more often

- While the competition structure isn't viewed as too daunting, Club members prefer the fun, informal and social aspect of Quest competition.
- There is plenty of choice and opportunity to compete for Club members.
- Club members think that judges are well trained and offer encouragement to aid their progression.

On judges



BD judges are well trained and experienced



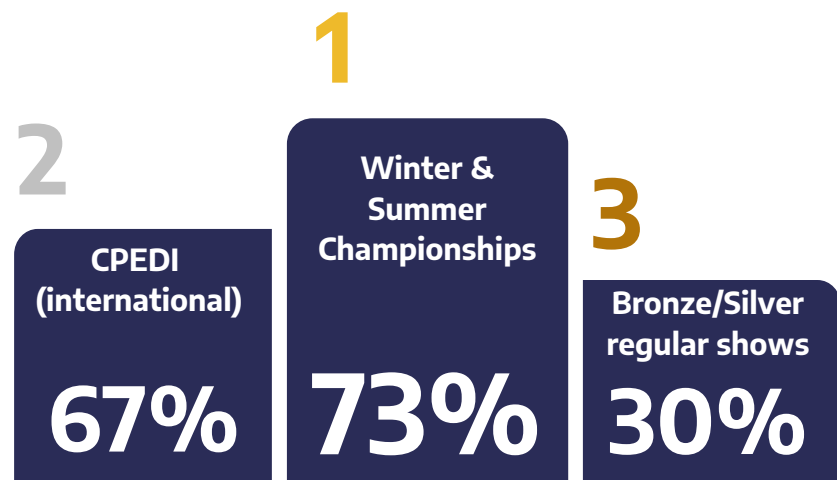
Judges have a good level of knowledge and understanding



Comments are positive which helps my progress as a rider

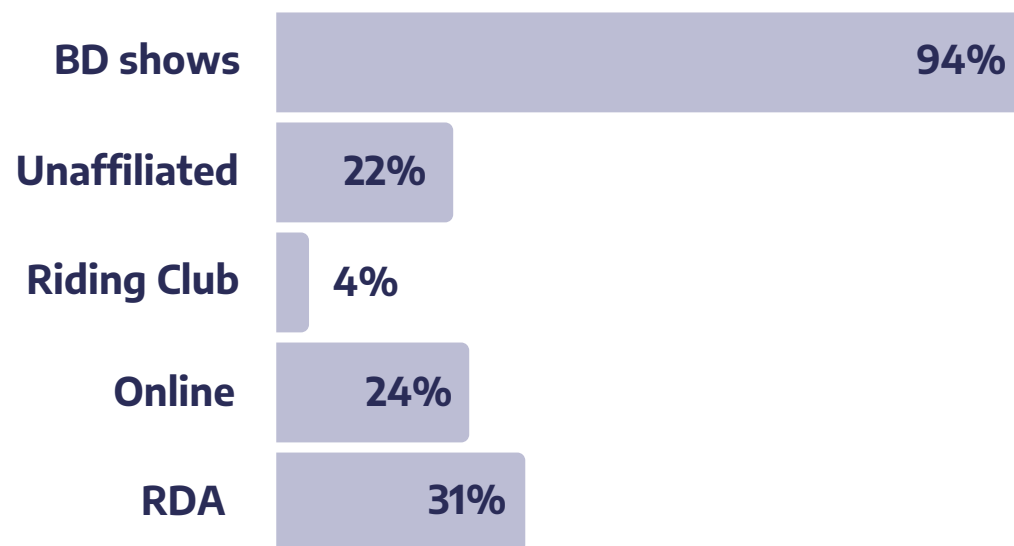
- Following feedback in the 2019 survey, a working group was set up to oversee the Judge Education Project. This was delivered in 2021 and, while we are still in the early stages of implementing the new system, the process has transformed the way that judges are now trained and assessed.

Para Dressage



Competitive goals

Regular activity



Attitudes to BD competitions



Achieving qualification for a championship is a realistic goal



The competition structure encourages progression



Rules around BD competitions are easy to understand

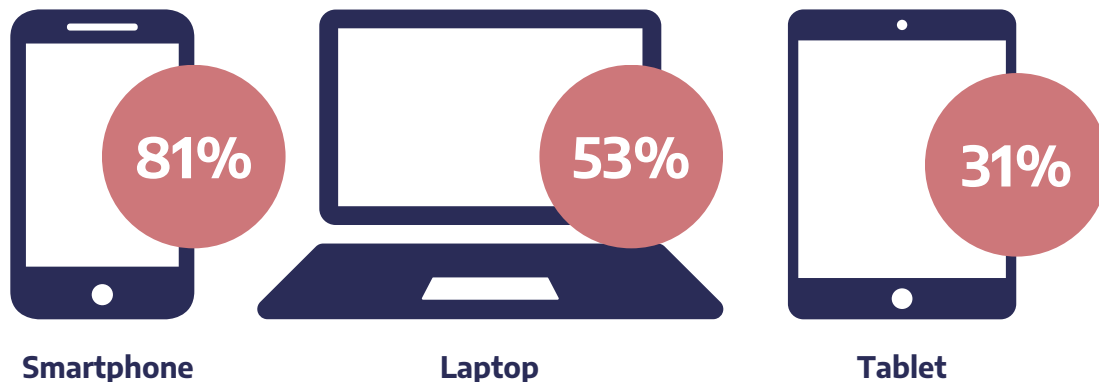


Talking points

Although the numbers are comparatively small, fewer Para riders believed that there were sufficient opportunities to compete against riders of a similar ability, compared to the 2019 survey, and some wanted to see more options to compete in para competitions. We have recently introduced the Para Academy to support rider education and development, as well as adding Para Freestyle titles for all grades to the championship offering in 2023. We'll be further developing opportunities for those with hidden disabilities as part of our diversity and inclusion strategy, to ensure the sport is accessible to all.

Communications & Content

Accessing the BD website, results & schedules



What you want to see from our future content



Training content
Intro to Elementary



Ask the expert
videos



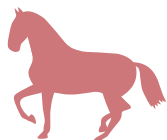
Rules and competition
advice



Rider interviews
(international)



Yard tours taking you
behind the scenes



Competition
highlights

How do members currently engage with BD?



63%

BD Magazine



59%

BD Facebook



53%

E-newsletters



15%

BD Instagram



For our member groups from under 18s to under 44, there's higher focus on Instagram and Facebook, whilst our members aged 45 and over choose to engage with the magazine and our e-newsletters.

Findings and action plan

BD Community

You clearly enjoy having the opportunity to socialise with other BD members, and meeting other riders is important to you. We want to develop the range of training and education activities available to members, delivered both centrally and at regional level, and our Development Officers will be working with the Regional Committees to introduce new and innovative ways of providing social activities linked to the sport we all love. As part of the reinvestment of our reserves we want to establish more of these community initiatives within the regions, as well as continuing popular annual events such as regional balls and celebration events. Watch out for our 25th anniversary celebrations coming later this year!

Cost of Living

While BD continues to enjoy record membership levels currently, we continue to closely monitor the impact that the cost-of-living crisis is having on members ability to compete.

Only 50% of Club members now compete at least once a month, representing a 15% decrease from the 2019 survey, while Para has fallen from 61% to 55% over the same period. These results show how inflationary pressures, escalating fuel prices and cost of competing are having an adverse effect on the frequency that members compete, although engagement in training activity at local level is up significantly on 2019 levels.

Organiser Support

Good customer service at venues is also a key component in how often and where you take part in BD activity, and the survey provided valuable feedback for organisers. Our affiliated venues are important and valued partners, and we will continue to provide support to develop and enhance the competitor experience. We have recently confirmed an extension of the starter levy subsidy until at least the end of 2023, and we have other projects in the pipeline, using Designated Funds to further invest in and support our venues and events.

IT investment

You rated our online member portal and having direct access to your competition record as the second most important benefit in being a member of BD, as well as giving it a satisfaction rating of 4.5 out of 5. This is fantastic to see, as we have invested heavily in developing our IT systems and website in the last five years, and we are committed to continuing this technological evolution of our sport, from providing online training to live scoring and other digital initiatives. Several projects are currently underway, aimed at enhancing the member experience even further.

Digitalisation

Smartphones are now an integral part of our daily lives, which you use to access all things related to BD media, from online schedules and results to our social media channels and website. As part of our digitalisation strategy, we will be making various improvements to the BD website, to improve the navigation and provide easy access to the growing amount of content available. We will also be looking at ways to integrate access to BD tests and score sheets online in digital form. Your feedback on what you want to see will shape this future direction and help us to support your member journey.