

THE PONY CLUB STRATEGY 2017 - 2020

MISSION

To be the leading youth equestrian organisation in the U.K.

VISION & VALUES

To encourage young people in all aspects of equestrianism.

To provide coaching in riding and horsemanship and to educate all Members in the proper care and welfare of animals.

To promote the highest ideals of sportsmanship, citizenship and loyalty to create strength of character and self-discipline, health and well being.

KEY OBJECTIVES

1. MEMBERSHIP
To build awareness of The Pony Club and what it has to offer and to continually improve The Pony Club experience for an increasingly diverse group of young people.
 2. TRAINING
To build and maintain a world class youth training organisation at all levels of equestrian ability.
 3. VOLUNTEERS
To ensure that every Pony Club volunteer is valued.
 4. INFORMATION AND COMMUNICATION
To continually review and ensure that lines of communication are effective within the Pony Club and to encourage dialogue and transparency in all directions.
 5. OPERATIONS
To be effective, financially secure and responsive to the needs of the organisation. Develop, maintain and communicate an effective organisational structure, decision making and regulatory processes.
 6. GOVERNANCE
To comply with Charity Commission 'best practice' and to meet the governance requirements of the voluntary and community sector and sporting bodies.
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MEMBERSHIP

To build awareness of The Pony Club and what it has to offer and to continually improve The Pony Club experience for an increasingly diverse group of young people.

STRATEGIC GOALS

- Increase Branch & Centre Membership.
- Introduce new levels of Membership.
- Develop the scheme for centralised subscriptions.
- Recognise the needs of the diverse Membership.
- Develop increased public awareness of the opportunities provided by Membership.
- Continuing integration between Branches and Centres.
- Maintain the quality of linked Centres.
- Actively engage with the B.E.F. and member bodies initiatives.

TRAINING

To build and maintain a world class youth training organisation at all levels of equestrian ability.

STRATEGIC GOALS
<ul style="list-style-type: none">• Continual development and promotion of the measurement and training structure.• Continue to develop opportunities to compete in equestrian sport.• Create opportunities for future leaders.• Promote and develop a transferable coaching pathway.• Continue to identify and deliver training and development for coaches, staff and volunteers.• Develop collaboration with BEF member bodies.

VOLUNTEERS

To ensure that every Pony Club volunteer is valued.

STRATEGIC GOALS
<ul style="list-style-type: none">• Encourage new volunteers.• To ensure appropriate levels of support and training are available for all volunteers.• Develop a volunteer reward programme.• Ensure simple to use templates for all aspects of administration are accessible.• Continue to maintain comprehensive HELP DESK support.• Continue to maintain and review Safety and Safeguarding courses at all levels.• Further develop the Ambassador Programme and a Youth Council.

INFORMATION AND COMMUNICATION

To continually review and ensure that lines of communication are effective within the Pony Club and to encourage dialogue and transparency between all stakeholders.

STRATEGIC GOALS
<ul style="list-style-type: none">• Create and develop an effective communications policy for both internal and external purposes.• A database supporting coaches, members and volunteers.• Review, improve and manage the network of Pony Club websites.• Promote public awareness of the Pony Club's role in animal welfare and equestrianism.• Maintain a close relationship with the B.E.F., Sports Councils and other Equestrian Bodies.

OPERATIONS

To be effective, financially secure and responsive to the needs of the organisation. Develop, maintain and communicate an effective organisational structure, decision making and regulatory processes.

STRATEGIC GOALS
<ul style="list-style-type: none">• Recruit, train and develop a fit for purpose work force.• Evaluate and review the "Management Committee" structure.• To increase income for the Pony Club.• Develop a rigorous budgeting framework and report against it• Develop a support system for Branches and Centres.• Develop and implement strategies to ensure the most efficient and appropriate use of resources and technologies.

GOVERNANCE

To comply with Charity Commission 'best practice' and to meet the governance requirements of the voluntary and community sector and for sporting bodies.

STRATEGIC GOALS
<ul style="list-style-type: none">• Good Governance and Leadership• Ensure the delivery of the objectives of the Pony Club.• Work effectively as a team throughout the Pony Club.• Exercise effective control.• Behave with integrity and maintain the reputation of the organisation.• Encourage Open communication and appropriate consultation.