



**BRITISH GROOMS
ASSOCIATION**



BRITISH GROOMS ASSOCIATION (BGA)

STRATEGY
2023 - 2027



Our Values

Our Values are at the heart of our professional membership association and are core to all of our activities.

EXCELLENCE

- We strive to succeed in all our activities and deliver a high level of service to our members.

PROFESSIONALISM

- We promote best practice in everything we do.
- We remain objective and aspire to maintain high standards at all times.

INTEGRITY

- Our members are at the heart of everything we do.
- We conduct ourselves in a manner that demonstrates the highest moral and ethical principles.
- We are proud of our independence social enterprise status and aims.

COMMUNICATION

- As the professional membership association, we communicate and represent our members and their best interests.
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Chairman's Introduction

On behalf of the British Grooms Association I am pleased and proud to share with you our new Strategy, where we describe the aims and objectives that we have set to help you over the next four years.

We know that you are a key part of the equestrian industry. Since our formation in 2007 we have campaigned for an increased recognition and reward of the outstanding work you deliver whatever the weather!

All grooms perform a critical role in the success of an equestrian yard and the welfare of the horse. We wish for our BGA members to only ever work in professional, caring, viable businesses where the legalities are adhered to and your well-being is paramount.

We have reviewed our previous vision and as an organisation have committed that it is now time to move our focus predominantly towards ensuring that our industry is one where Good Employment is the norm. Anything less than this is simply not good enough and needs to be eliminated from our equestrian society.

Education, advice and guidance is crucial. We endeavour to, through our growing membership base, reach as many grooms as possible to help you to understand what Good Employment is.

I urge you to help us with our ambition, support our new mission by introduce your friends and colleagues to join the BGA and become part of this new normal.

Chris Hewlett
BGA CHAIRMAN



Vision & Mission

VISION

For the equestrian industry to have Good Employment practice as standard and be a great place for grooms to work.

MISSION

To promote, support, educate and lobby, as the grooms representative body, on the importance of Good Employment and the career opportunities the industry offers.



Our Strategic Imperatives

Our five strategic imperatives define what we will focus on and work towards.

1 REPRESENTATION

To be the leading, respected voice and representative of all grooms in the UK.

2 INSPIRATION

To inspire future generations by continuing to raise the profile of the role of the groom and by promoting working with horses as a rewarding and credible career choice.

3 GOOD EMPLOYMENT

To support, assist and educate the equestrian workforce about compliant employment, employee and employer rights and responsibilities.

To raise the awareness of and lobby strategic partners, governing bodies and the media about the importance of Good Employment and workforce welfare in the equestrian industry.



4 WELL-BEING

To support and to raise the awareness of the importance of mental health in the equestrian workplace. Also to guide BGA members to enhance their own well-being and develop their life skills.

5 STANDARDS AND GOOD GOVERNANCE

To advocate that we, and our members, are accountable for our actions and adhere to a high standard of professionalism and conduct at all times.

Ensuring that our organisation adheres to Good Governance, is diverse and inclusive, following its ethos as a social enterprise.



HOW WE WILL DELIVER

Our Strategic Imperatives

1 Representation

- Be vocal, innovative, creative, inclusive and bold in representing grooms in both the media, and at industry meetings or conferences.
- Develop a dynamic marketing strategy to embed the status of the BGA as the recognised and professional membership organisation of choice for all grooms.
- Enable members by using the latest technology so they can access the website and all its benefits.

2 Inspiration

- Improve the perception of being a groom as an attractive professional career option.
- Develop initial information, advice and guidance to inspire entrants to take up a career with horses.
- Develop partnership arrangements to widen industry recruitment opportunities and improve retention.
- To visit and inspire equine college students to embark on a career with horses.
- Inspiring and guiding the freelancer to set up a profitable and professional freelance business.



3 Good Employment

- Develop awareness and educate grooms on what Good Employment involves.
- Supporting and encouraging members to consider the benefits of Good Employment when accepting a new position; and have the confidence to only work for employers who embrace it.
- Champion Good Employment practices and the benefits.
- Become the membership organisation of choice for all equestrian employment related advice.
- Partner with industry stakeholders or government led initiatives which focus on the employment issues in our sector.

4 Well-being

- Continue to develop the mental health and well-being support for members on the BGA website.
- Bring greater awareness in the media of the impact of substandard employment practices on employees mental health and well-being.
- To educate members to recognise when a situation is not ok, and to take appropriate action that protects their own well-being or that of their friends/colleagues.



5 Standards and Good Governance

- To raise the awareness and importance of the professional work ethic, attitude and practices required of a BGA member.
- Work towards a position where the status of a BGA groom is recognised and valued by employers.
- Develop further support for the freelancer to run their business effectively, legally and professionally.
- To continuously adhere to the high standards of governance required as a member of British Equestrian.
- Ensure the organisation has an appropriate staffing structure and resources in place to deliver the strategic plan.
- Be diverse and inclusive in all that we do.



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britishgrooms.org.uk
