



EQUESTRIAN
EMPLOYERS
ASSOCIATION

EQUESTRIAN EMPLOYERS ASSOCIATION (EEA)

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.



Chairman's Introduction

On behalf of the Equestrian Employers Association, I am proud to share with you our new Strategy.

No equestrian business has been exempt from the very difficult times we have experienced over recent years.

Going forwards, in these equally challenging times ahead, it is going to be critical that best practices are adhered to, to not only ensure professionalism, but also to protect your own business and livelihood.

Our revised strategy focuses on helping our members to achieve and maintain the best standards and to promote best practice as the only acceptable norm in our equestrian industry.

We will endeavour to lead and represent employers as a united and respected professional voice to highlight the challenges equestrian businesses are facing economically.

Good communication is key, and we will continually endeavour to consult with you to hear about the issues that are affecting your ability to operate.

Our online resources are core to the membership offering of the EEA, and developing them further to support your human resource and business requirements will remain our focus.

Our new Vision and Mission sets the tone of our plans for the future. We will continue to advocate, educate on and support Good Employment, as we positively believe that this is the only way to sustain the workforce of our industry.

Chris Hewlett
EEA CHAIRMAN



Vision & Mission

VISION

For the equestrian industry to be recognised as a place of Good Employment, that has a sustainable workforce that enables businesses to thrive and flourish.

MISSION

To promote, support, represent and lobby as the employers voice on the importance of Good Employment, and to offer members affordable online tools to manage and develop their businesses.



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 membership organisation representative of all equestrian employers in the UK.

2 GOOD EMPLOYMENT

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

To raise the awareness of and lobby strategic partners, governing bodies and the media about the importance of Good Employment and how to achieve a viable business in the equestrian industry.

3 SUSTAINABLE WORKFORCE

To work with employers, governing bodies and the media to ensure the equestrian industry has a sustainable workforce that enables businesses to thrive and flourish.



4 BUSINESS EXCELLENCE

To support, guide and educate equestrian employers on the importance of how to run a successful and profitable business.

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, conduct and legal compliance at all times.

Ensuring that our organisation adheres to Good Governance, is diverse and inclusive, and follows it's ethos as a social enterprise.



HOW WE WILL DELIVER Our Strategic Imperatives

1 Representation

- Embed the status of the EEA as the recognised and professional membership organisation of choice for equestrian employers.
- Be vocal, innovative, creative, inclusive and bold in representing employers in both the media, and at industry meetings or conferences.
- To be the catalyst of driving the changes required towards an industry of Good Employment.

2 Good Employment

- Champion and educate employers on what Good Employment involves and the value of including it in their business operations.
- Provide access to legal professionals/services to offer bespoke guidance of dedicated equestrian business and employment related content and helplines.
- Promote the use of the EEA Code of Good Employment scheme.
- To highlight the importance of the provision of mental health and well-being support in the workplace.
- Partner with industry stakeholders to raise awareness of government led initiatives which impact employment issues in our sector.



3 Sustainable workforce

To work with employers, governing bodies, relevant associations and the media to ensure the equestrian industry has a sustainable workforce that enables businesses to thrive and flourish.

- Educate equestrian employers on the main issues that impact staff recruitment and retention and how these can be addressed.
- Collaborate with the British Grooms Association and other British Equestrian membership organisations to advocate for Good Employment in the equestrian sector.
- Promote becoming a groom as an attractive, professional career option.
- Work with equine colleges to inspire students to consider a career with horses, whilst being aware of their rights whilst employed in the equestrian sector.

4 Business excellence

- To develop the EEA Business Hub to offer a current source of Information, advice and guidance for any equestrian business proprietor.
- Encouraging members to adopt more strategic business plans and budgeting to enable longevity and robustness within the fluctuating economy.
- Develop online tools and content to support members in adopting good business practices.



5 Standards and Good Governance

- To highlight the importance of professionalism in the workplace, legal compliance and commitment to Good Employment that is expected of a EEA member.
- 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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