

**PONY
CLUB**



STRATEGY
2021-2025



ABOUT US



Founded in England in 1929, The Pony Club is an international youth organisation with over 100,000 members worldwide. We are one of the largest youth organisations in the world.

Today we support some **30,000 Members in the UK**. Whilst we are immensely proud of our history, we recognise that times are changing rapidly.

The support that The Pony Club receives from volunteers and Members is amazing, but we must continue to **sustain and refresh** both audiences. We have an excellent opportunity to consolidate our position within the equestrian sector, but we must act in a planned and decisive way if we are to succeed.

This document outlines The Pony Club strategic plan for the **next five years**. It aims to ensure that we not only survive but prosper and flourish by remaining relevant to our Members and volunteers.

Our primary ambition is to grow our membership from every walk of life, becoming increasingly inclusive and diverse. We will look to expand our reach and partner with organisations who align with our ethos.

We have also considered political, economic, and social issues, such as the changing regulatory environment in which we work and public expectations about transparency, governance and impact in the charitable

sector. **Volunteers play a vital role**

in delivering everything we do. Therefore, we need to respond to changing volunteers' patterns and expectations, so we can continue to attract those who will support equestrianism.

This strategy has been developed by drawing on the **experiences and expertise** of many individuals across the organisation. We are grateful to everyone who gave their time so generously and who has helped us shape our strategic plan for the next five years.



OUR PATRON



BUCKINGHAM PALACE

As Patron of The Pony Club, it is sobering to be reminded of how the organisation started in 1929 and to see how it has evolved over the years. It continues to provide opportunities, training, education, competition and volunteering, for young people of all backgrounds and abilities. The Pony Club provides the perfect starting point for anyone who wants to learn to ride and care for horses.

I have enjoyed a close relationship with ponies and horses all my life. They are great levellers. They can make us laugh and cry, they help us develop perseverance, humility, bravery, a sense of responsibility, team spirit, sportsmanship and, of course, they bring us great happiness. When other like-minded young people are added into this mix – the result is fun, friendship and horsemanship – better known as The Pony Club.



HRH
THE PRINCESS
ROYAL



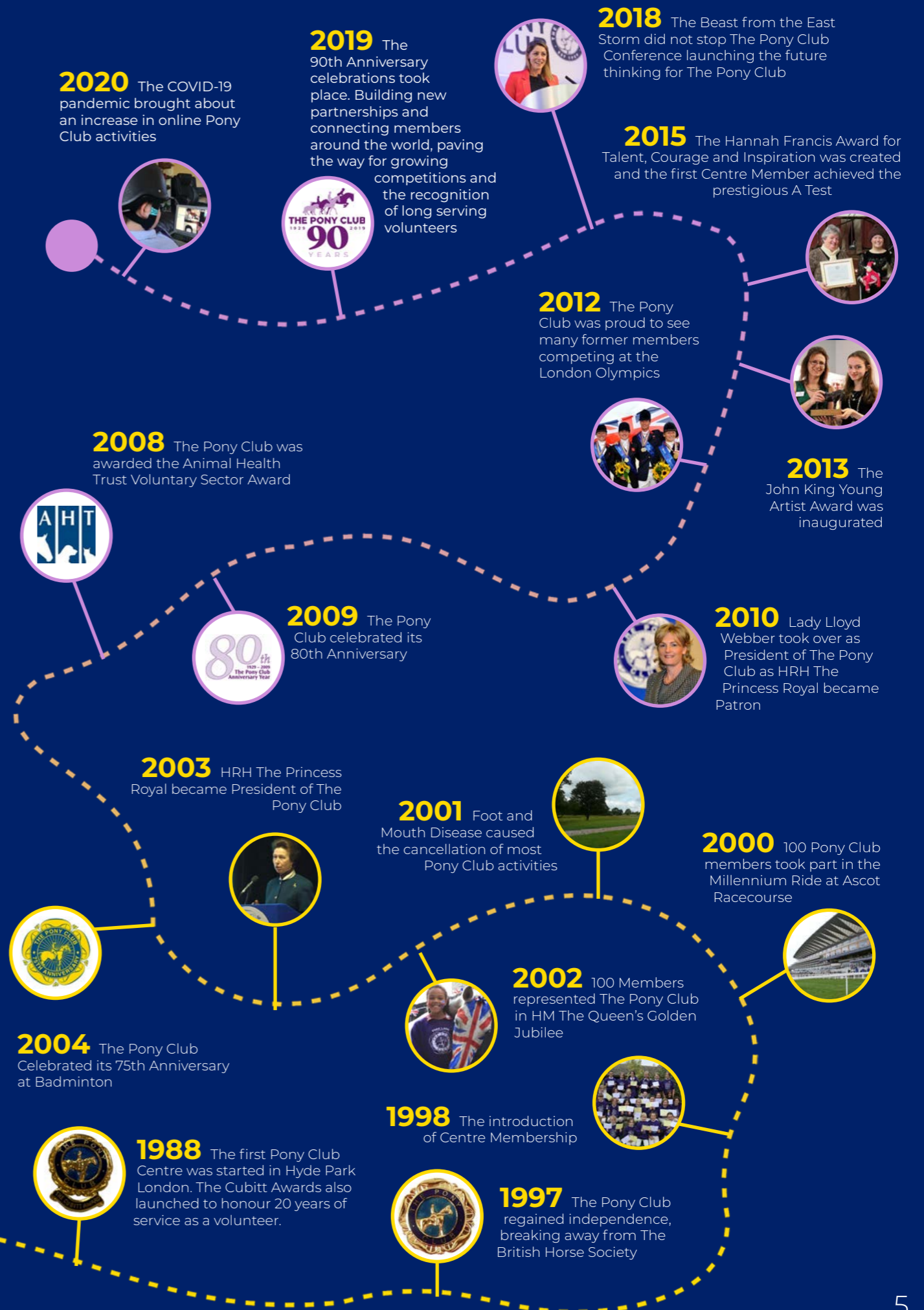
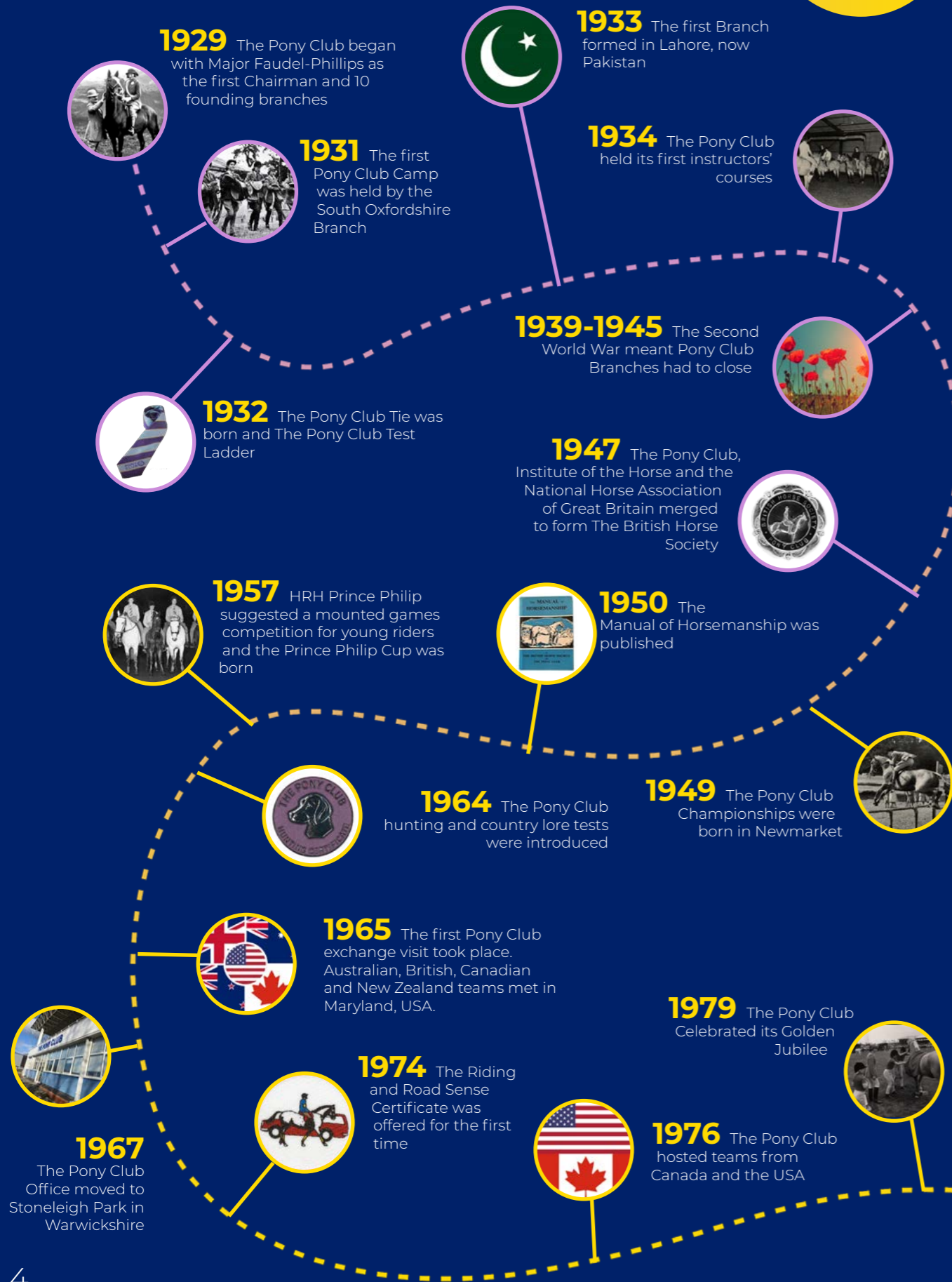
“

The Pony Club
offers a world of
opportunities for
everyone

”



OUR HISTORY





“

To me Pony Club means;
friends, happiness, freedom,
laughter, memories and
learning that everyone is here
to have fun!

”

THE PONY CLUB'S PRINCIPLES



OUR VISION

To provide children and young people with the opportunity to develop a **lifelong love of horses** through **fun, friendship, horsemanship and sport.**

OUR VALUES

Togetherness – We are one Pony Club, fostering friendship, teamwork and volunteering.

Empathy – We support every individual to reach their goals. We celebrate success and learn to lose with grace.

Respect – We treat all people fairly and equally. We celebrate our history and heritage.

Learning – We grow through learning and education, the development of skills, expertise and the pursuit of excellence.

OUR CHARITABLE PURPOSE

We have three critical strands to our purpose, we exist:

- 1 To promote and advance the **education and understanding** of the public and particularly children and young people, in all matters relating to horsemanship and the horse.
- 2 To encourage the **development of sportsmanship**, unlocking potential by building resilience, confidence, teamwork and leadership skills.
- 3 To support and develop the **volunteering network** to strengthen The Pony Club community and sustain lifelong engagement with equestrianism.

THE PONY CLUB FIVE YEAR STRATEGY



We have built our five year strategy around the following pillars:
Membership, Volunteers, Charity and Sustainability

OUR STRATEGIC OBJECTIVES



MEMBERSHIP

- ▶ To grow membership by 10% by 2026
- ▶ To demonstrate the social, sporting and leadership impact of The Pony Club
- ▶ To contribute to British Equestrian's initiative to improve diversity within equestrian sport
- ▶ To develop global opportunities for members, coaches and volunteers within The Pony Club International Alliance, The Euro Pony Club and our overseas Branches and Centres



CHARITY

- ▶ To be inclusive and accessible to children and young people
- ▶ To raise the profile of The Pony Club and emphasise its charitable status
- ▶ To be the leading provider of horsemanship education and training for children and young people in the UK
- ▶ To communicate The Pony Club's contribution to society in order to build visibility, trust and respect
- ▶ To teach children and young people the skills they need for a horse or pony in their care to thrive
- ▶ To ensure responsible horse ownership and management is at the forefront of our riding activities and to embed the mental, physical and emotional requirements of the horse in all training activity



VOLUNTEERS

- ▶ To ensure that The Pony Club is the organisation of choice for people wishing to support children and young people in an equestrian setting
- ▶ To enhance the reputation of The Pony Club as the most trusted and rewarding volunteer organisation in equestrianism in the UK
- ▶ To promote the concept of one Pony Club across our whole community



SUSTAINABILITY

- ▶ To maintain a sustainable financial framework with appropriate infrastructure
- ▶ To attract and retain sufficient capable and motivated people (staff and volunteers) to meet the needs of our organisation
- ▶ To operate within an appropriate legal and regulatory framework
- ▶ To nourish The Pony Club governance structure, providing informed, transparent decisions and clear communications

MEET OUR TEAM



The Pony Club Office team utilises its unique experience and skills to support guide and develop the talents of our staff, members and volunteers. With many individual strengths and skills, the Pony Club can maintain its structure, improve its governance and navigate the challenging paths ahead.

COMPANY MEMBERS

- TRUSTEES**
- AREA REPRESENTATIVES**
- BRANCH OPERATIONS DIRECTORS**
- COMMITTEE CHAIRS**

EMMA HOLLIWELL
GOVERNANCE OFFICER



SUPPORT

- Finance
- HR
- Processes

CHARITY

- Communication
- Marketing
- Commercial

DEVELOPMENT

- Members
- Volunteers
- Training
- Sports
- Centres

PONY CLUB VOLUNTEERS



VOLUNTEER STRUCTURE



The Pony Club has an amazing UK-wide network of volunteers, carefully nurtured over many years. Volunteers of all ages run our Branches, our Centres, our governing committees, our training, sports and competitive activity.



LOCAL
RALLIES AND
COMPETITIONS



PONY CLUB
CAMP



NATIONAL
COMPETITIONS



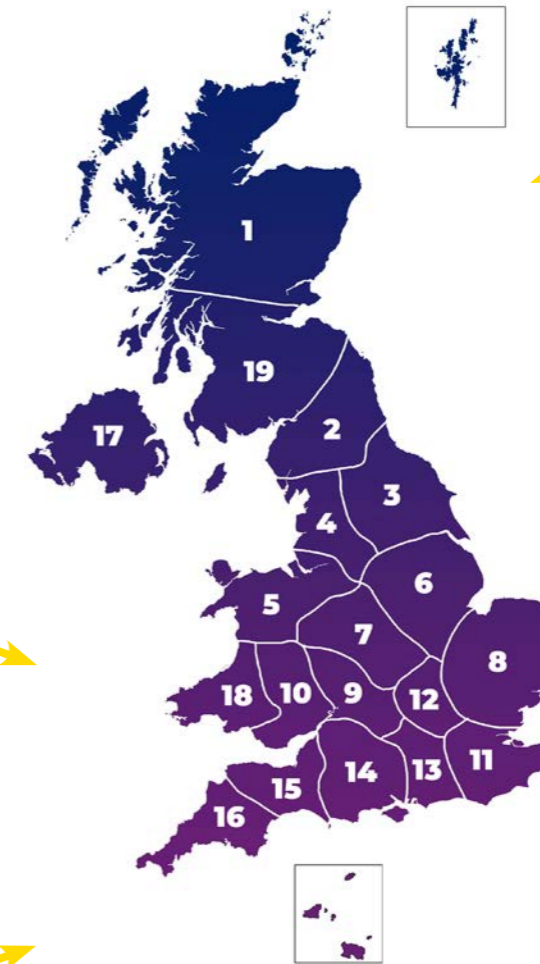
YOUTH
EQUESTRIAN



MEMBERSHIP
VOLUNTEERING
OPPORTUNITIES



CUBITT
LONG SERVICE
AWARDS



PCIA
GLOBAL
INTERNATIONAL
COMMUNITY



“

What I love about
The Pony Club is
making new friends,
the team work and
how people treat you
with such respect

”



“

I am very honoured to be the Chief Executive of such an amazing organisation. I am passionate about horses and education and The Pony Club has been an important part of our family's life for many years.

I have a fantastic team of staff and volunteers who enable our members to enjoy a wide range of training and competitive activities. I am very much looking forward to developing all the things we offer and working with our Branches and Centres to support our Members.

I am committed to making our organisation more open, accessible and inclusive.



”

MARCUS
CAPEL

THE FUTURE

As the environment in which we operate can be challenging, the principles contained in this document will ensure that The Pony Club continues to be an efficient, trusted and relevant organisation focused on supporting children and young people.

The Pony Club is focusing on making a real difference in the equestrian world, building on its heritage, to provide children and young people with the opportunity to develop a lifelong love of horses through Fun, Friendship, Horsemanship and Sport.



DRESSAGE



ENDURANCE



EVENTING



MOUNTED GAMES



POLO



POLOCROSSE



PONY RACING



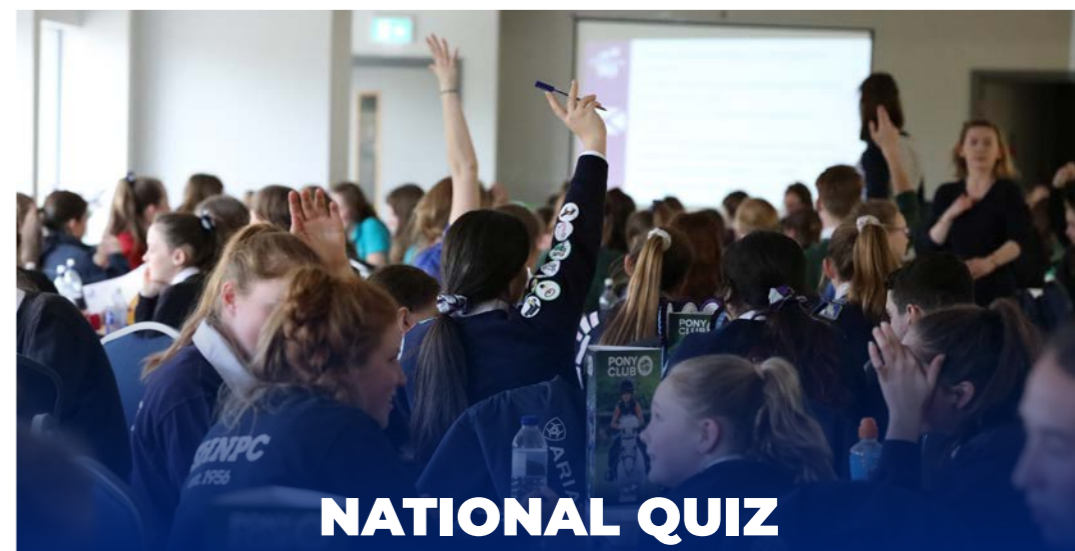
SHOW JUMPING



TETRATHLON



HORSE AND PONY CARE



NATIONAL QUIZ

“

As a Member of The Pony Club, I stand for the best in sportsmanship as well as in horsemanship. I shall compete for the enjoyment of the game well played and take winning or losing in my stride, remembering that without good manners and good temper, sport loses its cause for being. I shall at all times treat my horse with due consideration.

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