

Terms of reference for the review of the provision for young people in British Eventing

British Eventing is committed to fostering youth participation and development. BE has some well-established youth programmes and youth competition activities for 12- to 21-year-olds competing in national and international competitions.

Purpose of the Review

The purpose of this review is to comprehensively assess and evaluate the effectiveness, impact, and structure of British Eventing's existing youth programmes, including regional, national, and international competition, training, and education activity.

Recommendations from this review will serve as a roadmap for enhancing our programmes to ensure that they align with the evolving needs and aspirations of young athletes and ensure that we are able to grow our youth membership and offer initiatives to retain our existing members.

Objectives of the Review

- Membership growth and retention:
 - The membership structure of Youth Eventing
 - The entry routes for young people into the sport
 - The relationship between BE Youth Programmes and other Equestrian Youth offerings in the UK (from PC, RC, BE, BS, BEF, for example)
 - Examine inclusivity and diversity and address any potential barriers
- Personnel involved in delivering Youth activities include compliance, qualifications, regulations, and ethical considerations within our workforce.
 - Review coaching and leadership roles and responsibilities; capability mapping for entry and progression within Youth Programmes at BE
 - Assess strategies for workforce succession planning
 - Evaluate our CPD offer for staff involved with the programmes
- Competition, education, and training activity; evaluate the current youth programmes offered by British Eventing, including regional, national, and international activity, to ensure that our offer is a leading light in the following areas:
 - Competition
 - Training and Education
 - Athlete wellness and Horse Welfare
- The experience of the young person in the sport:
 - Positive youth development, including physical, mental, and social aspects.
 - Opportunities to grow using partner bodies and other sporting initiatives
 - Safety and wellness
 - What comes after the youth programme?

- International Youth Squads:
 - Review the recent performance of the Pony, Junior, and Young Rider Squads
 - Funding review and development of a model of financial sustainability
 - What workforce is needed to support International Youth Squads?
 - What is the pathway into international competition?
 - Create TORs for Youth Selectors
 - Assess the suitability of observation trials

- The financial structure of Youth Eventing:
 - Assess sustainability and the effective use of resources.
 - Assess the potential for greater collaboration with BEF and other disciplines BD/BS
 - Review of fundraising activity and BE role within it, if any
 - Gather feedback on athlete contributions across all elements of the BE Youth programme

- Partnerships, Benefactors, and Sponsorships:
 - What role/place do partnerships/benefactors, sponsors have in BE Youth?
 - Take stock of how/when BE Youth might want to work with Partners and/or Sponsors
 - Depending on the outcome of the above, create a programme with Sponsors/Partners as appropriate

- Communication and Community Engagement:
 - Map key stakeholders, understand their needs today/aspirationally and create a rhythm for how and when to engage.
 - Create key messages for Youth to land in the year and over time
 - Review our communication strategies, online and offline, including our presence across social media
 - Create and execute a communication and engagement plan at a local, regional, and national level
 - Evaluate the effectiveness of our communication strategies
 - To what extent do our programmes engage with a wider community?

Scope of Review

The review, chaired by Jenny Levett, will be wide-ranging in scope and will include the engagement of stakeholders in each of the relevant areas. The review is expected to set out findings and make recommendations to the BE Board of Directors in December 2024.