



STRATEGIC GUIDANCE FROM TRIOPLUS TO THE PONY CLUB BEGINS TO PAY DIVIDENDS

During 2014, The Pony Club began implementing a number of strategic changes, to improve its volunteer communication and support, enhance its membership offering and reaffirm its positioning as the youth arm of the British Equestrian Federation (BEF).

This followed a comprehensive Strategic, Governance, Volunteer Support and Staffing Review announced at the Annual Conference in March 2013 and undertaken by **TrioPlus**, scoping opinion across The Pony Club that included input from the board, head office staff and volunteers within the Branches and Areas, on governance and wider issues.

The final report highlighted that The Pony Club continued to deliver a quality, sustainable and relevant product at local level, but with much-needed development and resource invested in the IT systems as one of the key recommendations, it would see significant improvement in communications and processes for those who make up what is still an enviable network of volunteers, as well as benefiting the overall membership product.

The review recognised that both The Pony Club staff at Stoneleigh Park and the volunteer network have an appetite and passion for change, providing a solid basis and a turning point for progression. It was recognised, by all involved in the Review, that the suggested programme of improvements would take effort, time, determination and financial input to provide a firm footing from which The Pony Club would continue to develop and thrive.

The review was presented to, and accepted by, the Equestrian Council in November 2013 and several of the shorter term recommendations got underway immediately, paving the way for the Board of Trustees to re-focus the strategic direction of the organisation going forward into its 85th Anniversary year, under the leadership of the newly elected Chairman, Mary Tuckett, and Vice Chairman, Dawn Taylor.

A copy of the Review is available to download [here](#).

One of the first tasks in 2015, with help from **TrioPlus**, was to recruit a Direct of Finance & Operations and Iain Heaton took up this new position in May 2014. A number of other staff changes and increments underpinned further enhancements to The Pony Club's services and delivery, including significant improvements to its website and 'behind the scenes' IT functionality. At this year's Annual Conference, which centred around volunteers, longstanding Chief Executive Judy Edwards retired and in mid-April her successor Pip Kirkby took over the reins(!)

With her commercial background as The Jockey Club's General Manager of Market Rasen Racecourse, Pip is already actively seeking out sponsorship opportunities but is also conscious that fundamental to The Pony Club's interests is the question of "participation" – the need to encourage as many people as possible to get riding, and to stay riding, so that The Pony Club grows stronger.

TrioPlus is pleased to see our clients building on their solid foundations and going from strength to strength.

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