**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.
The Pony Club offers a world of opportunities for everyone.
OUR HISTORY

1929 The Pony Club began with Major Faudel-Phillips as the first Chairman and 18 founding branches.

1931 The first Pony Club Camp was held by the South Oxfordshire Branch.

1932 The Pony Club Tie was born and The Pony Club Test Ladder.

1933 The first Branch formed in Lahore, now Pakistan.

1934 The Pony Club held its first instructors’ courses.

1939-1945 The Second World War meant Pony Club Branches had to close.

1942 The Pony Club, Institute of the Horse and the National Horse Association of Great Britain merged to form The British Horse Society.

1947 The Pony Club, Institute of the Horse and the National Horse Association of Great Britain merged to form The British Horse Society.

1957 HRH Prince Philip suggested a mounted games competition for young riders and the Prince Philip Cup was born.

1959 The Manual of horsemanship was published.

1964 The Pony Club hunting and country lore tests were introduced.

1965 The first Pony Club exchange visit took place. Australian, British, Canadian and New Zealand teams met in Maryland, USA.

1967 The Pony Club Office moved to Stonelight Park in Warwickshire.


1979 The Pony Club celebrated its Golden Jubilee.

1998 The introduction of Centre Membership.

1999 The Pony Club regained independence, breaking away from The British Horse Society.

2000 100 Members represented The Pony Club in HM The Queen's Golden Jubilee.

2002 The Pony Club was awarded the Animal Health Trust Voluntary Sector Award.

2003 HRH The Princess Royal became President of The Pony Club.

2004 The Pony Club celebrated its 75th Anniversary at Badminton.

2008 The Pony Club was awarded the Animal Health Trust Voluntary Sector Award.

2009 The Pony Club celebrated its 80th Anniversary.

2012 The Pony Club was proud to see many former members competing at the London Olympics.

2013 The John King Young Artists’ Award was inaugurated.

2015 The pony Club was awarded the Animal Health Trust Voluntary Sector Award.

2018 The Beast from the East Storm did not stop The Pony Club Conference launching the future thinking for The Pony Club.

2019 The 90th Anniversary celebrations took place. Building new partnerships and connecting members around the world, paving the way for growing competitions and the recognition of long serving volunteers.

2020 The COVID-19 pandemic brought about an increase in online Pony Club activities.

2021 The Pony Club was proud to see many former members competing in the 2020 Summer Olympics.

2022 The Pony Club celebrated its 90th Anniversary.

2023 The Pony Club was awarded the Animal Health Trust Voluntary Sector Award.

2024 The Pony Club was proud to see many former members competing at the Tokyo 2020 Olympic Games.
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.

FUN | FRIENDSHIP | HORSEMANSHIP | SPORT
The Pony Club Five Year Strategy

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

**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

**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

**Charity**
- To be inclusive and accessible to children and young people from all walks of life
- 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

**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
- 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 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

---

**Our Strategic Objectives**

- 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
- 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
- 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
- To be inclusive and accessible to children and young people from all walks of life
- 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 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
- To be inclusive and accessible to children and young people from all walks of life
- 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 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
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.
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.
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.

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.
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.