



## ORGANISING YOUR OWN PLEASURE RIDE

- **Get help from friends and family** – To organise a sponsored ride well you will need to gather a team of friends and family to ensure that the day runs as smoothly as possible. Ask them well in advance, they will no doubt be very keen to get involved. If you are under 16 then this is essential as you must have an adult supervising the event.
- **Insurance** – Please make sure you have adequate insurance cover. World Horse Welfare cannot provide this. Most venues or landowners will require proof of this. Please see the Event Guidance sheet available within this pack on our website fundraising download page for information on how to organise your event safely.
- **Advertising** – As soon as you decide on a date, put a “book this date” advert in your local press and around your local area (ie. tack shops, yards etc.). This will not only inform your potential entrants but will help prevent someone else organising something else locally on ‘your day’. There are some great online equestrian diaries and creating an event on these is easy. Go to [www.ridingdiary.com.uk](http://www.ridingdiary.com.uk) [www.horsedates.co.uk](http://www.horsedates.co.uk) or [www.horseeventsuk.com](http://www.horseeventsuk.com). Some local papers run an equestrian calendar or magazine and these are worth looking out for. Many magazines will list your event in their diary free of charge, so make the most of any freebies. Make sure you publicise your event in local saddlers, riding schools, livery yards and feed merchants. Most are happy to display a poster for you.
- **Route** – Plan your route early and prepare your maps to send out with the rider info sheets when people register. Mark steward points and any hazards (such as pigs, livestock, railway lines) on them. Be sure to obtain full consent of the landowners and other users in plenty of time.
- **Rider info sheets** – It is very important that your riders comply with the insurance, hat, tack and ribbon requirements for safety at your ride. By signing the registration form they undertake to say they have done so. Do be aware of the GDPR guidelines; store all personal information securely, and confidentially shred the information forms after the event. If you have young people attending your event ensure you have included them on your risk assessment and are mindful of their safety. A risk assessment template is also available as a download within this pack.
- **Parking** – Lots of flat, open parking space is essential. Even 20 people with trailers will need a lot of room.
- **Toilets** – Portaloos are always welcome at rides! One loo would be ample for up to 80-100 riders, and although local costs will vary expect to pay approximately £100. Or try and get it donated/sponsored!
- **Printing** – We are happy to print simple schedules/entry forms and posters for you, just let us know in good time what you would like on them (drafts can be found with this info pack). The best time to start distributing schedules is about 6 weeks before the date (any earlier and people lose them). You can provide a map for each rider, depending on how well your route will be marked, and where the ride is to be held – a map would be essential if you are using roads, but might not be available if you are going over private farmland and tracks. You could mark the route with laminated arrows but many estates or parks will not allow you to fix anything – we find that the fluorescent spray paint in cans (which washes away after a few days) is the best, and some landowners insist on it.

- **Banking arrangements** – Your life will be made much easier if you can open a bank account specifically for your event. I would advise you to pop into the branch and chat the best options through with them. It is very important to keep a record of your expenses and income; you will not have to produce amazing accounts but you do need to be transparent. Alternatively if you don't want to open an account, keep clear records and ask people to make cheques payable to World Horse Welfare and prepare a cash sheet for use on the day.
- **Stewards** – It is very important to have responsible stewards or marshals on your ride, all the better if they are 'horsey'. If there is an accident, you will need to get someone to call for help, and they can also make sure your riders are going in the right direction and behaving themselves. Put them at strategic points like road crossings and route divergence points, and ensure they all have mobile phones, and keep a list of all their numbers. Remote locations might need walkie talkie radio support if mobile phone coverage is poor.
- **First Aid cover** – For your own peace of mind, we recommend having St Johns Ambulance or something similar on the day. The details of your local branch or provider will be online. There will be a charge for first aid cover.
- **Veterinary cover** – Ask your local vet if they would be your on-call vet that day and make sure you have his contact numbers on the rider info sheets. There is not normally a charge for this. If you do not provide cover, you **MUST** make sure you clearly state on all correspondence that no vet/farrier is provided at the event.
- **Entry fees** – A 'one-off' entry fee works well. Sometimes organisers say "plus a minimum sponsorship of £xx". Entry fees of £20 for adults, £15 for juniors are not unreasonable although it is entirely up to you how much you charge, and whether you charge extra for registration taken on the day (usually this is another £5). If you have a closing date for entries, make sure it is about 1 week before the event to prevent postal delays and people claiming their registration is 'in the post' to avoid the extra charge! If you are inviting riders to obtain sponsorship too we can provide sponsorship forms to give out in plenty of time, and then it is a good idea to ask for total payment on the day so you can finalise your accounts immediately after the ride.
- **Rider numbers** – It is a good idea to give your riders a number each so that stewards can note who has passed them, and you will know who is still out on the course. You can buy show numbers complete with tapes very cheaply online. You may also wish to give riders a small label to fix to their saddle with an emergency number on should they fall off and someone finds a loose horse.
- **Start times** – Offer riders hourly start slots on your registration form from say 9am – 1pm. Although it will be busiest between 10am and 12pm at least you will know exactly who set off when so you can find them en route if necessary. Some people will always wish to go early or late to avoid too many other riders and this is a good way to accommodate them.
- **Rosettes** – We can provide single tier, multi-coloured branded rosettes if required, or you could get them sponsored and use a local rosette provider.
- **Hospitality** – You will need to give your stewards, St Johns etc. a packed lunch with a soft drink which they can pick up in the morning when they report for duty. Ask them to bring their own hot drinks if they require them.
- **Raffles** – Some people like to hold a raffle at the ride with donated prizes to raise extra funds. This is a great idea, but do have someone specifically to run it as you will be too busy on the day to manage that too!

However you organise your ride, safety must be the most important consideration. You might have people with dogs, or on mountain bikes turn up to go round with their friends who are mounted. This is fine, but again do make sure their instructions are clearly shown on the rider info sheets. If your route includes any road work it is a good idea to contact the local police for advice on road safety, and to have very experienced stewards at this point.

Lastly, it should be fun! Not just for those taking part, but for the organisers too, and good pre-event planning makes all the difference. If it turns out to be a ride you yourself would enjoy taking part in then it is likely your riders will feel the same!