

Strategic Goals

BGA EEA Strategic Plan 2016-2020

Critical success factors

Values

Vision & Mission

- Raise the general standard of grooming through access to education, training, qualifications and knowledge sharing
- Create an environment which motivates and supports grooms to work toward/seek higher levels of skills and professionalism
- Develop code of conduct which individual members sign up to and are governed by
- Develop/promote the standards of professionalism
- Provide the means of developing and improving skills either on our own or in conjunction with specialist providers
- Work towards a position where a BGA registered groom is recognised and valued by employers as a professional

- Champion/campaign for good employment practices, promoting the benefits to employers and the equestrian industry in terms of attracting, retaining and motivating staff.
- Educate and support employers on good employment practices
- Educate and support grooms on good employment practices
- Develop/promote standards of good employment for employers of grooms
- Value, recognise and promote champions of good employment
- Recognised as the “go-to” organisation for all employment related matters in the equestrian industry, taking a prominent role in any working groups/task forces set up by the wider equestrian industry/government led initiatives

- Continue to raise the profile and recognition of the BGA and its role in the equine industry, ensuring awareness and involvement in wider initiatives impacting grooms and their working lives
- Ensure continued attractiveness of membership to all grooms in all equestrian activities and disciplines, continually validating the BGA's role as the representative of the grooming profession in the UK
- Raise awareness and campaign on topical issues impacting grooms and their working lives
- Recognised as the “go to” organisation for all matters impacting grooming and the individuals who work in the industry
- Value, recognise and promote the achievements of our membership and wider profession

- Improve perception of grooming as offering an attractive, long term career in its own right or as a stepping stone to other careers in the equestrian industry, ensuring retention within the industry
- Support grooms throughout their career whether starting out, a student, an experienced groom, an employee or a freelancer
- Identify, promote and support the broad variety of careers [qualifications] available to those wanting to work in the industry
- Explore, create and provide skill development opportunities

- Meet high standards of governance required as a member of the BEF
- Strengthen our strategic, operational and financial capabilities
- Ensure the BGA has a sustainable future
- Ensure organisational structure is fit for purpose with appropriate staffing structure and resources in place to deliver strategic plan
- Ensure the effective use of data and that it is stored in accordance with data protection act – information governance

Professional Grooms
Encourage and support high standards of professionalism and conduct amongst our members [making a BGA groom the envy of the equestrian world]

Good Employment
Promote and support high standards of employment practice, improving attractiveness of the industry, helping attract and retain the best people

Recognised Profession
Champion the UK grooming profession and the interests of individuals in it for the benefit of all.

Great Career
Promote grooming as an attractive and desirable long term career option for those wanting to work with horses

Governance
Ensure the BGA meets high standards of governance with effective systems and controls in place to promote and protect members

People

Our members are at the heart of everything we do

Professionalism

We remain objective and professional at all times

Excellence

We strive to succeed in all of our endeavours and deliver a high standard of service to our members

Passion

We work with passion to promote and further the interests of the grooming profession

V : Striving to achieve greater career recognition and good employment for grooms within the equestrian industry.
M: To promote, support and educate the career and professionalism of grooms and employers

