

## Marketing and Communications Policy

BHS Qualifications (BHSQ) has a wide ranging and diverse audience within the equestrian community and beyond. BHSQ aims to provide clear, timely and professional communications and welcomes feedback to inform improvement.

This is so:

- Stakeholders understand the mission, vision and values of BHSQ
- Stakeholders and in particular BHSQ Approved Centres, remain current with BHSQ including their policies, procedures, practises and expectations
- BHSQ Approved Centres understand the regulatory responsibilities of BHSQ and their subsequent part in ensuring compliance
- Stakeholders know who to contact for specific purposes.

BHSQ communicates with many interested parties in equine including:

- Approved assessment centres/venues
- The British Horse Society
- British Equestrian
- The British Horse Society Qualifications and Training Advisory Committee (Q&T)
- Employers in equine
- Training providers including colleges
- Riding establishments and livery yards.

BHSQ liaises with a range of industry groups and regulators including:

- Other awarding organisations
- Lantra Awarding Body Forum (Sector Skills Council for Land-based Industries)
- Federation of Awarding Bodies (FAB)
- Office of the Qualifications and Examinations Regulator (Ofqual) in England
- Qualifications Wales (QW)
- The Council for the Curriculum, Examinations and Assessment (CCEA) in Northern Ireland
- SQA Accreditation in Scotland.

BHSQ's marketing and communications plan will be reviewed annually. It will identify the marketing and communication aims and objectives of BHSQ in conjunction with BHSQ Approved Centres.

## Monitoring and review

This document and its content will be reviewed on a three-year cycle, or earlier should it be needed to ensure it remains fit for purpose.

**Date for review:** February 2025

## Document history

Version	Revision date	Reason
4	23/02/2022	To revise and replace previously produced document

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