

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. It mainly communicates with its audience digitally and on the telephone. BHSQ works with its partners to highlight awareness of its qualification offer.

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.
- British Horse Society.
- BHS Accredited Professional Coach and Education Development Advisory Group (APCED).
- Employers in equine.
- Training providers including colleges.
- Riding establishments and livery yards.
- British Equestrian.

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

- Other awarding organisations.
- 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 Regulation) in Northern Ireland.
- Qualifications Scotland Accreditation.
- Department for Education (DfE).
- Skills England.
- Landex.
- Others.

It is worth noting that BHSQ, as a wholly owned subsidiary, works with BHS marketing and communications team. This work includes adhering to the parent company's brand guidelines. While doing so BHSQ ensures that it is accurately represented to mitigate any risk of confusion or misrepresentation involving the two organisations and to ultimately protect the interests of learners. For example, BHSQ ensures that its certificates for regulated qualifications are distinct and distinguishable when compared with BHS certificates for unregulated qualifications.

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: October 2029

Document history

Version	Revision date	Reason
5	08/10/2026	To revise and replace previously produced document

Please note: This document is uncontrolled once printed. Please check with BHSQ for the most up to date version.