**QUESTION 1**

A Grow the membership

What I would bring to the BE board is my 30 years broadcast media experience to help change and transform BE’s digital profile and help take it to a new level. I would ensure that there is an increase in benefits to existing members and work to grow the BE membership in a sustainable way.

B Improve and modernise the service for all members

I would prioritise work on providing improved communication and service for existing members by using my expertise in video communications and digital media to help make BE’s educational and training resources meet the needs of the huge variety of members in this digital age. There is so much in this area that could benefit from radical reform.

C Secure a sustainable future for BE

I would work to ensure BE has a secure future, nailing it’s authority in an increasingly digital driven marketplace and work to improve the BE messaging, which needs to have a clear and respected united voice. BE needs to be heard across all media platforms and also inspire and engage a diverse group of stakeholders, too many of whom feel overlooked.

**QUESTION 2**

I think the reason so many grassroots riders have abandoned BE for the unregulated events is lack of fundamental information from BE. These riders need to be re-invigorated as there is a strong belief amongst them, that BE events are more intimidating, more expensive and more technically difficult than the UA series they enter. I don’t believe money is the main issue, or the prize money on offer in the case of the Cotswold Cup this year and I know Helen West is looking at ways to restructure the membership making a cost per run cheaper at the lower levels which is a good initiative.

I think this group of riders feel that the step from UA to BE is maybe too big for them and I think BE should be doing more, especially with video, to educate these riders.

I would like to create a series of “What you can expect . . .“ videos with a respected rider doing course walks around a BE 80 90 and 100 clearly explaining to riders what questions will be asked at every level. I would also promote the benefits that BE events offer - the free BE Accredited Coach for BE80, the reassurance of full medical services in attendance and experienced judges at every single fence.

**QUESTION 3**

I think the biggest issue facing BE right now is trying to serve a diverse group of members and seeming to please not that many! For me it all comes down to an improved communication strategy. None of us have a crystal ball to predict how social media platforms will evolve and develop but I think it is vital that BE has one clear plan moving forward.

It is key that BE is seen as a key voice of authority and an agile player across all media platforms, it cannot be caught out or left behind by changing technology and needs a secure strategy created now, so that it can remain relevant with stand out messaging that really resonates. BE need to step up a gear here to put in place a future proof plan, delivering dynamic and engaging content that is truly valuable.

I would separate the communication budget into two areas:

Training and member communication could be made much more efficient. Updating the way in which information is shared for members could make it so much more accessible and time efficient and delivered in different usable formats that suit the wide variety of member lifestyles and tech skills.

The media budget would ensure that BE stays agile and is able to quickly adapt to future digital market demands. BE needs to know how to stay ahead with technology and I could help create a strategy that that is not necessarily about more money, but about more awareness of where BE could be helping themselves with unused resources and key collaborations.

**QUESTION 4**

I feel that the Novice/Intermediate riders are too often over looked and not enough recognition has been given to the fact that not everyone in this category is aged 18-21!

Communication here could be improved by delivering what is actually needed in bite sized easy podcast chunks or snack sized video content to enable busy riders to keep abreast with key information that they need and these members should feel that BE is on the ball, on their side and can quickly address changing needs fast.

**QUESTION 5**

I feel that the Rider Working Groups are of huge benefit with their participation and that input needs to respected and maintained in a way that is sustainable for all.

The Novice Masters, is an initiative that has huge potential for growth. It is imperative to continue to have regular dialogue on the expansion of the events and to make sure that riders are really listened to. I also think that rider input should be respected on the topic of future venues, as they should be chosen with a broad geographic spread that will be vital for the growth in this area.