

Riding School Guidance for Influencer & Content Creator Visits

Risk Awareness, Safeguarding & Operational Protection Guide

PURPOSE OF THIS DOCUMENT

This document is intended to help riding schools:

- assess requests from influencers or content creators,
- protect horse welfare and safeguarding standards,
- reduce reputational and operational risks,
- support proprietors in decision-making,
- and brief staff appropriately before filming visits.

This guidance should be used alongside the Influencer Visit & Filming Agreement.

SECTION 1 — WHEN A CONTENT CREATOR APPROACHES YOUR RIDING SCHOOL

Initial Considerations

Before agreeing to any visit, proprietors should carefully assess whether the proposed filming aligns with:

- the school's values,
- safeguarding responsibilities,
- welfare standards,
- insurance arrangements,
- and professional reputation.

Not all publicity is beneficial. Increased visibility can also increase:

- reputational exposure,
- safeguarding risk,
- operational disruption,
- and pressure on horses and staff.

Information to Request Before Agreeing

Request the following information before making any decision:

Creator Details

- Full legal name
- Business/company name (if applicable)

- Contact details
- Social media handles
- Website/blog links

Audience & Reach

- Main platforms used
- Approximate audience size
- Audience age range
- Type of followers/community

Content Proposal

- Purpose of the visit
- What they want to film
- Who they want involved (children, adults, horses)
- Whether riding is involved
- Whether content is sponsored, gifted or commercial

Previous Experience

- Previous equestrian or animal experience
- Previous riding content examples
- Previous collaborations with riding schools or animal businesses

SECTION 2 — RISK ASSESSMENT & DECISION MAKING

Research Proprietors Should Do

Reputation & Conduct

- Does the creator behave professionally online?
- Have they been involved in controversies?
- Do they prioritise welfare and safety?
- Do they encourage risky or sensational content?

Horse Welfare

- Could filming place unnecessary pressure on horses?
- Is the creator likely to push for repeated takes or reactions?
- Could horses become stressed by equipment, crowds or noise?

Safeguarding

- What consent do I need from staff, clients and visitors?
- Can filming be managed safely?
- Could children appear accidentally in background footage?

Operational Impact

- Will filming disrupt lessons or clients?
- Will staff feel pressured or distracted?
- Can normal yard routines continue safely?

Business Reputation

- Could footage misrepresent the school?
- Could edited content create reputational damage?
- Is the creator's online tone consistent with the school's standards?

SECTION 3 — WHEN TO DECLINE A VISIT

A riding school should strongly consider declining a visit if:

- safeguarding concerns exist,
- welfare standards may be compromised,
- the creator resists boundaries or supervision at negotiation stage,
- the creator has a history of unsafe behaviour,
- staff feel uncomfortable,
- filming would disrupt normal operations excessively,
- or the reputational risk outweighs the potential benefit.

No publicity opportunity should override:

- safeguarding,
- horse welfare,
- health & safety,
- or professional standards.

SECTION 4 — USING THE INFLUENCER VISIT & FILMING AGREEMENT

Purpose of the Agreement

The agreement exists to:

- establish clear boundaries,
- confirm expectations,
- protect horses, staff and clients,
- clarify responsibilities,
- and reduce misunderstandings or disputes.

It should be completed BEFORE any filming takes place.

Key Areas Covered by the Agreement

The agreement addresses:

Content & Filming Scope

- What will be filmed
- Which platforms content will appear on
- Whether content is commercial

Horse Welfare

- Appropriate horse selection
- Welfare-first expectations
- Authority to stop filming

Safeguarding

- Consent requirements
- Restrictions regarding children
- Private area restrictions

Health & Safety

- Safety inductions
- PPE expectations
- Restricted areas
- Emergency procedures

Reputation & Privacy

- Consent for staff/clients
- Restrictions on filming private liveryes
- Correction/removal requests for inaccurate content

Insurance & Liability

- Confirmation of relevant insurance

- Clarification of responsibilities

Important Guidance for Proprietors

Do Not:

- allow filming before agreements are signed,
- assume online creators understand safeguarding,
- permit unrestricted access around the yard,
- allow unsafe behaviour for entertainment purposes,
- or relax welfare standards “for content”.

Always:

- retain authority to stop filming,
- supervise activity appropriately,
- maintain normal safety standards,
- and document any concerns or incidents.

SECTION 5 — FILMING DAY AND FOLLOWING UP

Staff Briefing please print off the last page of this document to use to brief staff making it clear that participation is voluntary.

After the filming has taken place follow up with content creator/influencer to approve and share content as per agreement. Inform ABRS+ if you would like content shared wider to ABRS+ social media channels, newsletter and wider equestrian organisations ABRS+ work with.

FINAL REMINDER FOR PROPRIETORS

The riding school proprietor remains responsible for:

- safeguarding,
- welfare,
- health & safety,
- supervision,
- and business decisions relating to the visit.

No agreement, creator relationship or publicity opportunity removes those responsibilities.

Horse welfare, child protection and safety must remain the priority at all times.

STAFF CHECKLIST FOR THE DAY OF FILMING

Before Filming Starts

General Preparation:

- ☐ Staff informed filming is taking place and **can opt out of involvement if they choose to**
- ☐ Designated school lead identified
- ☐ Consent forms checked
- ☐ Restricted areas for filming identified
- ☐ Safety induction completed
- ☐ Horses/tack selected appropriately

Safeguarding:

- ☐ Clients without consent identified and protected
- ☐ Private areas protected
- ☐ Staff reminded no unsupervised creator access to minors

Welfare:

- ☐ Horses settled and suitable
- ☐ Staff authorised to stop filming if concerns arise

During Filming

Staff Should:

- ☐ Continue normal professional standards
- ☐ Prioritise safety over filming requests
- ☐ Challenge unsafe behaviour immediately
- ☐ Report concerns promptly to designated school lead

Staff Should NOT:

- ☐ Ignore safety rules for content
- ☐ Permit unsafe riding or handling
- ☐ Share confidential information on camera
- ☐ Feel pressured to participate

STOP FILMING IMMEDIATELY IF:

- ☐ Horse welfare concerns arise
- ☐ Unsafe behaviour occurs
- ☐ Safeguarding concerns arise
- ☐ Restricted areas are filmed
- ☐ Children are filmed without consent
- ☐ The creator ignores staff instructions
- ☐ Staff or clients become distressed

The riding school should retain clear authority to terminate filming or ask the creator to leave if necessary.

At the end of filming, confirm:

- ☐ No unresolved safeguarding concerns
- ☐ No welfare concerns outstanding
- ☐ Any incidents documented
- ☐ Staff concerns recorded
- ☐ Publication expectations clarified
- ☐ Any disputed footage identified early