



## Vision

Equines have improved welfare and a good life due to our members speaking as one voice

## Mission

To protect the welfare of the horse, pony, donkey and their hybrids and ensure that everyone who has an interest or association with them makes their health and welfare the overriding factor in all decision-making

## A Good Life for Equines

A good life for equines is one where their species-specific needs are met and their lifetime experiences in relation to their interactions with humans, and in general, are predominantly positive

## Strategic Goals 2025-2030



### Education & Best Practice

Promote best practice in equine management and training

Disseminate educational materials via website, newsletters and meetings



### Research & Evidence

Champion collaborative research on key welfare issues to drive lasting positive change in equine welfare

Seek out, assess and disseminate emerging evidence and examples of evidence-based practice (evidence, practical application and review of impact and effectiveness)



### Advocacy & Policy Influence

Provide a unified voice on equine welfare to influence policy and public understanding

Encourage respect for equines as sentient individuals capable of experiencing positive welfare and a Good Life and promote human behaviour change to ensure they are treated accordingly



### Collaboration & Sector Engagement

Strengthen collaboration and knowledge exchange across the equine welfare sector

Coordinate responses to large-scale rescues and equine welfare issues



### Member Support & Standards

Support members and associates to meet, maintain and promote NEWC Member Standards

Support governance and complaint-handling best practice among members and associates

Promote understanding of equine learning theory and adoption of reward-based training methods which respect equines' capacity to understand and learn, thereby safeguarding welfare during human interactions	Identify areas of welfare concern and identify potential funding for targeted campaigns or research to address these	Advocate for the 3 F's (Friends, Forage, Freedom) as core welfare needs, encouraging all those managing equines to ensure they have access to them	Encourage subscriber growth to broaden equine welfare sector representation	Promote best practice in rescue, rehabilitation, and rehoming
Interpret evidence as it emerges to support members and associates to deliver and disseminate the practical application of best practice	Coordinate collaborative research projects addressing key welfare issues <i>*Research and Education group</i>	Raise public awareness of key equine welfare issues through campaigns and outreach materials <i>*Research and Education group, Communications and Advocacy Group</i>	Encourage multi-agency collaboration at regional levels <i>*Operational Regional Partnership groups</i>	Promote legal compliance regarding equine ID (passport, microchipping), biosecurity and health protocols
Circulate legislative updates and research findings to members and associates	Represent equine welfare at national events, conferences and consultations <i>*Communications and Advocacy Group, Research and Education group</i>	Represent our members and associates whilst engaging actively with government and other policy forums on equine welfare (e.g. at British Horse Council)	Host biannual regional and rehoming network meetings <i>*Operational Regional Partnership groups, Re-homing Network</i>	Provide training on advocacy and media engagement techniques <i>*Communications and Advocacy Group</i>
		Support public messaging and media engagement through a coordinated approach <i>*Communications and Advocacy Group</i>	Facilitate forums for operations managers to share best practices <i>*Yard/Operations Managers' Network Group, Re-homing Network</i>	Foster mutual support through peer-to-peer learning and mentoring <i>*Yard/Operations Managers' Network Group, Re-homing Network</i>
		Strengthen the credibility and visibility of NEWC's advocacy efforts <i>*Communications and Advocacy Group</i>		

*\*These goals are achieved through the NEWC sub-groups identified*