

# PILOT PHASE REPORT





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# ABOUT US

Power of Polo (POP) is a **new and unique**, UK registered charity.

Our mission is to **positively impact** the lives of anyone facing social, economic or health challenges, **utilising the sport of polo**.

Through its targeted programmes, Power of Polo partners with other charities to help **identify individuals who may benefit from the polo** experience, whether it be by improving an individual's **self-confidence, improving their ability to work within a team** or in any other way personal to that individual. Polo is a sport with requirements for discipline, courage and teamwork.

The programmes seek to both **change behaviour and the negative perceptions of self** that a participant may have.

## Participant:

*'Why? Cause it's just **life-changing** and that's what you need every now and then when no one knows exactly what's going on. It never lasts but someone **needs that moment where they get that realization that they can do something better than what's currently happening. This is what the program does.**'*



Power of Polo (POP) was set up by a **small group of enthusiasts and players** who believed that there was that there was a place for **polo as a sport for change** and an **opportunity to broaden the reach of the sport**.

**This report lays out the pilot phase key findings highlighting three key themes which we explore in more detail: working with the horse, team work and the environment.**

We believe we can **add more data** to the growing evidence for equine interventions and specifically for polo that we can **show longer term behaviour change** with the **right investment to our infrastructure**.

It was important to **design a model that would be sustainable, scalable** that was rooted in all parties leaning on their **strengths** whilst acknowledging that polo is an expensive sport, perceived as elitist and inaccessible. It is however, also one of the **single most powerful experiences a person can have**. In addition polo provides a **shared passion and language that helps to overcome social boundaries** and **build confidence to increase social mobility**. We designed a **pilot programme to assess the feasibility of polo** as an intervention with the right safe guarding and support for participants, utilising a **matrix design** with established polo schools and partners with expertise working with vulnerable populations.

To date the charity has **proven that the model can successful** and has the potential to impact not just the participants but the polo community itself. Polo clubs from local to the highest level clubs have welcomed each group of participants we have invited on our programmes, **appreciated the opportunity to share a sport** they are so deeply passionate about and are keen to continue building with us.

Our **mission continues to be to demonstrate polo as a sport for change, broaden the reach of the polo** and create an **opportunity for the participant to benefit physically, mentally and also socially**.

On behalf of the Power of Polo team we **invite you to join us on that journey**,

CEO and Founder

*Katy Hayward*

# Strategy for growth




Building a charity in such a unique area requires both a pilot phase and a growth phase.

It is important to test the model and assess the feasibility of the concept as well as learning and adapting to design a comprehensive model that can be sustainable and scalable.

The model is both unique in its use of polo but also in the collaborative matrix design so that any polo school nationally could participate in the model. This could vastly increase the reach of the sport to many more participants across the UK.

To date the charity has received mainly private donations, which have supported phases 1 and 2 detailed below. In order to build to phase 3 the charity needs a multi-year investment in order to stabilise and grow. This would include employing contract staff who would deliver the current model, and a strategy review to consider new populations/locations and partners. Critically it will enable infrastructure to be built that will ensure a longer term evaluation can be performed to further build the evidence base and funding platform.

## Key Phases in growth

-  **Phase 1:**
  - Deliver a residential course and a day course assessing feasibility of model - completed
  
-  **Phase 2:**
  - Build on learnings and deliver multiple courses with different groups and partners and assess populations who could benefit the most nationally- ongoing throughout phases
  - Deliver evaluation report on pilot phase, publish if possible - completed
  
-  **Phase 3: Proposal of 3 year funding plan - professionalise**
  - Continue to learn and adapt with full long term evaluation
  - Infrastructure- to employ Chief Operating Officer (COO) and other appropriate staff
  - Stabilise funding to deliver multiple courses
  - Build a team for graduating participants including attendance at events
  - Build formal youth leader and mentor programmes for courses
  - Diversify populations reached
  - Diversify polo clubs reached



# Our Team

**Founder/CEO- Katy Hayward-** is a doctor working in global health and keen amateur polo player. Through her global remit she has been able to meet people from various social and health backgrounds and understand more about their needs and how the power of polo may be able to help them make changes in their lives. Katy feels that this charity can help to highlight the great work already happening within the polo community and facilitate clubs nationally to create charitable programmes of their own and help to change peoples lives.

**Chairman - Vivek Rawal-** is a passionate polo player and Patron of Tashan Polo. He is a Director and Board Member at Guards Polo Club in the UK. Vivek is a multi-lingual entrepreneur and active philanthropist who is involved in numerous charitable programmes across three continents. Vivek was born in Kenya before moving to the UK to study Law at the University of Cambridge. He lives in Virginia Water with his wife and two sons.

**CFO - Fergal Cawley-** is a chartered accountant and has worked in blue chip organisations for the last fifteen years. In addition Fergal has also managed philanthropic grants to several community based organisations (mainly in Africa) and is involved in a number of sports based charitable organisations. He lives in Cheltenham with his wife and 3 children.

**Board Secretary/Marketing- Posey Cottrell-** Posey is the Manager of Guards Polo Club team Tashan Polo as well as a keen amateur player. She joined Tashan Polo in 2010 after spending a year playing in Argentina. Posey is an Associate at Ashbury and Bloom Ltd and has been with the company since 2011. Posey graduated with a BA Hons in Financial and Business Economics from Newcastle University. She lives in Ascot with her husband and son.

**Governance - Emily Tarver-** Emily is a lawyer in the Government Legal Department. She joined the charity in 2019 and helps to ensure that there are structures in place within the charity to assist growth. She lives in Haslemere with her husband and daughter

**Polo Director- Eden Ormerod-** Eden has been a professional polo player for many years, based at Druids Polo Club founded and run by him and his family. Eden has a passion for natural horsemanship having travelled to the US and worked with Pat Parelli, he also took time away from polo to work with disadvantaged inner-city children. The charity is an opportunity for him to combine these passions and to share his love for the sport.

**Additional Management Team Members- Lucy Wilson, Major Robert Atchison**

# Social Media

Sport Polo  
**Power of Polo's 'wonderful link with South London recruit and Ghana**



FIP POLO  
 @PoloDevelopment

Katy Hayward, of charity @powerofpolo continues to do amazing work helping disadvantaged youths through polo! #Polo



Power of Polo @powerofpolo · Sep 10  
 Polo Times Newsletter reporting the children's HIV Association day! Great for all sponsored by @viivhc  
 Viviek H Rawal, victoria@sbury-lygg, Lucinda Wilson and 6 others

Sebastian Merlos @SebiMerlos · Sep 11  
 @powerofpolo @NicRoldan @PoloAudi @GreenwichPolo thank you very much Katy and all the boys !!!!

Nic Roldan @NicRoldan · Sep 11  
 @powerofpolo Thanks guys :)



Power of Polo Experience  
 Watch this short film digitizing the journey of 8 boys from south London South Central Youth Charity through our 4 day polo programme and what they learned about themselves on the way. Let them show you the POWER OF POLO and what the sport can bring!! With thanks to director and producer Elizabeth Kerr



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**Lycetts to sponsor Power of Polo**

Lycetts is delighted to announce a new sponsorship initiative with Power of Polo, a charity which has been recently established to use polo as a vehicle for change in the life of any person facing adversity. The concept of the charity was born from awareness that many polo clubs are keen to provide charitable programmes, but do not have the necessary infrastructure to make these programmes a reality. Through partnership with Power of Polo the charity aims to help to make these happen.

QUICK QUOTES REQUEST A QUOTE FOR  
 > Tree Surgery, Forestry, and Arboriculture  
 > Equestrian Business

## Summary



**Website**  
[www.powerofpolo.org.uk](http://www.powerofpolo.org.uk)



**Facebook, Instagram**  
 Power of Polo



**Videos and Media**  
<https://www.powerofpolo.org.uk/our-story-in-video>



**Press coverage**  
<https://www.telegraph.co.uk/polo/2016/05/23/from-polo-community-to-brixton-streets-people-were-sceptical-of/>  
<https://www.telegraph.co.uk/sport/othersports/polo/11842116/Power-of-Polo-lines-up-to-help-ex-servicemen-and-women-and-disadvantaged-children.html>  
<https://www.telegraph.co.uk/polo/2016/03/17/theres-too-much-negativity-on-londons-streets---but-polo-has-giv/>  
<https://www.telegraph.co.uk/polo/2016/05/23/how-polo-helped-to-raise-positivity-in-disadvantaged-london-yout/>  
<https://www.telegraph.co.uk/polo/2016/09/05/power-of-polos-wonderful-link-with-south-london-recruit-and-ghan/>

## Our stories



Watch our most recent video following the Change Your Line Charity Tournament at Guards Polo Club with partner Esmy Horseclub. The young people talk about their reflections on the journey to get here. With thanks to PoloCam

**WELCOME!**  
 Here you will find our stories in videos. From the very first concept of the charity, to our first camp and most recently our Change Your Line Tournament.  
 We are glad to share these wonderful moments and for you to see a few familiar faces take a big chance and work with us to change their lives.



Here you see the concept of the charity including young people and ex-military servicemen and women

# Equine therapy

Since the 1970s the field of equine therapy has developed into an **accredited specialty globally**. Despite the growth of the area accessibility to equine therapy is **limited to most populations**. In addition, there is a **paucity of data to support investment and integration into programs** reaching populations that could benefit the most. There are two key broad categories for equine therapy reported in the literature: **Animal-Assisted Activities (AAA) and Animal-Assisted Therapies (AAT)**. **Equine-Assisted Psychotherapy (EAP) and Therapeutic Horseback Riding (THR)** fall into both these types of interventions. The studies that are reported look at a variety of **different equine therapeutic interventions, different populations and different outcome measures** the most relevant being highlighted here. Activities varied from interactions with a horse as part of formal therapy to riding programmes.



Studies have worked with **very different populations** from autistic youth at-risk youth (Kimberly Eaton Hoagwood et al), to breast cancer survivors (Claudia Cerulli et al.,) injured ex-military servicemen and women (Johnson et al.) and prisoners (Joyce A. Arditti et al.,). Measures varied from those **focusing on self-esteem, self-confidence, regulating emotional or behavioural functioning, self-control, trust and PTSD symptoms**.

Bachi et al., suggested a **framework for the use of equine therapy** from a study for at risk adolescents in a residential treatment facility. Utilizing equine characteristics – **horse as a herd animal, sensitivity of the horse to "others" and the horse as a powerful animal**. Grooming was recognized as key to the emotional bond. Interestingly they highlighted the particular **value to at-risk adolescents from riding related to risk behaviour**. They discussed that this group can often have a **low stimulus threshold** and a tendency to turn to **psychoactive drugs to meet their emotional, social and spiritual needs**. They also suggested that in this group it was **particularly beneficial to focus on riding skills** to develop **'the creative and spiritual aspects of the client, parallel to addressing the mental and physical aspects'**. They also highlighted the 'high' that a participant might feel and compare with psychoactive drugs use- the role of the therapist is to point out the difference between the two situations: 'the natural spiritual rise that is due to an experience of harmony among the different senses, versus the experience of an artificial "high" that is the outcome of fractured senses (Bachi, 2000)'. They also found that **trust, self-control an increase in level of self-image and overall general life-satisfaction**. Data referenced the use of horse equine therapy (AAP) used to treat case of clients with negative social stigma (Bachi, 2000).

In relation to as risk behaviour there is **growing evidence working with prisoners** both incarcerated and those in rehabilitation post release to **support a positive change in behaviour and avoidance of repeat negative behaviours once released** (Joyce A. Arditti et al.).

The data currently published shows the there is **not one model or population** that has enough data to conclusively prove the case vs other populations nor the quantify the value but **data are emerging and promising to support the ongoing work** and use of animal assisted equine activities in current practice.



# Polo as a potential equine intervention

“As a teenager there was a lot of **gang violence** going on, a lot of murders and knives and guns being hidden in bushes and so on.... [the POP programme] **enhanced me in a different type of way where I can go anywhere and talk to anyone, I can fit in the polo world**, the corporate world, the streets, so **it’s elevated me at a different level.**”

Participant



There are currently **no published data** on the use of polo as a potential equine intervention.

There are **3 key elements** to the **uniqueness** of this intervention, the **horses, the sport and the environment.**

**Element one:** the importance of the relationship and experience of horse riding as an intervention has been described in the previous section and we consider critical to the success of the intervention. This discussion will focus on the second two elements of the sport and the environment.

**Element 2: Polo** is a **full contact (horse and rider) team sport** that requires both **riding and sportsmanship skills.** It is a game of discipline, skill, respect and team play requiring fitness, motivation and commitment. Through **team play** a participant must work with others, show discipline and apply strategy.

There is an undeniable **perception of social elitism** that is associated with polo, known as the '**Sport of Kings**' and there is a realistic **lack of accessibility and affordability** for the sport. This in turn offers a **unique and powerful opportunity to leverage the element of social mobility in combination with the horse and addition of the sport for our participants.** There is **power in these participants experiencing acceptance** where they potentially would not expect due to social stigma. Polo gives the participants a **language and passion** for a sport **in common** with a group of people they may not have felt they could **connect** to before.

**Element 3: The environment** is completely alien to all the participants which provides an **opportunity for them to explore their identity and attributes** they may not have realised they had and to **catalyse and accelerate positive change.** In many cases it gives the opportunity to **explore relationships amongst different groups** e.g. the young people from different areas who would **not normally socialise with each other** due to gang affiliation, meeting diverse social groups and mentors. PoP staff then design a course based around **core activities** such as **grooming, vet session, riding**, learning to use the **polo stick and practice games** (called chukkas), there is also an opportunity to **meet mentors and professional players** with a tour of Guards Polo Club (the most prestigious polo club in England). Additional **bespoke sessions** are designed with the partner and the specific needs of the population. **The environment could be utilised** to influence **other populations** building on our learnings from phase 1 and 2, where there are challenges in relationships but polo would be equally destabilising for them and **create opportunity for dialogue and growth** e.g. local police and youth.

**Building on these three elements** and the **learnings from the pilot phases** 1 and 2 we have devised a **unique model** that we have proven to be **successful, sustainable and scalable.** It is rooted in the **principles of partnership and collaboration** utilizing the **strongest elements of each organization** for the benefit of the participants. POP selects a partner organization to work with on the basis of **mutual interest** in supporting the same target population. POP will then select an appropriate **polo school** to run the programme, this is based on a criteria including location, cost and accreditation of teachers/ insurance and safety measures. The final day for all courses comprises of a mini **tournament, prize giving** and **celebration** for completion of the course. Other sessions are designed with the specific partner to **tailor to the participants** needs.



# Pilot phase target populations



## Young people from deprived areas:

Many underprivileged children come from **difficult social circumstances** having experienced **broken homes, violence**, and come from families that have **poor access to opportunities**.

This can lead to

- **Difficulty to trust**, or feel hopeful for the future, have **low self-respect** and **low levels of confidence**
- In more serious cases children can **grow to become violent adults** or repeat the **cycle of their parents**
- **High risk taking behaviour is common** in this group and can **lead to serious consequences** that affect their future



## Young people living with HIV:

Children and young people living with HIV have **complex health related needs** that stem from managing a **highly stigmatised, complex health condition**. This stigma means a child often lives in a family where siblings do not know they have HIV. They are **not told** the name of their condition until their early teens and this can mean they **see HIV as 'so bad, I wasn't able to be told about it'**. Due to societies response to HIV, schools and friends are often not told and **young people can feel extremely isolated**. Many have **suffered multiple bereavement, are young carers** and **live in difficult socioeconomic conditions with all the challenges above in addition**.



## Injured ex-military servicemen and women:

The **long term physical and mental effects of injury in battle** are well recognised and reported. The challenge to the participant is two-fold the **challenge of the injury itself, or a psychological burden**, though invariably physical injury includes a mental element (Lauren Walker et al.,). Most injuries **limit the ability for the servicemen and women to remain in their military service**. This combination can be **very challenging to manage whilst transitioning to civilian life**, a life they may not have considered before being forced to. Celia Hynes et al., noted the **need for improvements** in the way in which veterans are medically discharged in order to **influence better outcomes**.

More detailed information can be found on the next page



## Young people from Deprived areas

Social profiles' of young offenders are predominantly young men with an over-representation of youth drawn from minority ethnic communities, low income, low educational achievement, poorly paid and/or casualised employment (if any) and strained familial relations, are the standard defining characteristics of children and young people most frequently found in juvenile detention centres and custodial institutions, whether this be in Australia (Cunneen and White, 2002), England and Wales (Goldson and Muncie, 2006), Canada (Lauren Eisler Bernard Schissel) or the USA (Krisberg, 2005).

The programmes seek to both change behaviour and the negative perceptions of self that a participant may have driving negative behaviours. For many young people the pressures of their environment to engage in negative behaviours is very strong, it is especially hard for young people to correct behaviours once they have engaged in activities such as those that are gang based.

The challenge is both a preventative one and a corrective one. Our programme aims to inspire both young people that need to be encouraged to continue a positive path and those who wish to make changes in their life.



## Young people living with HIV

Power of Polo has a policy of inclusion for people living with HIV and a strict confidentiality policy to protect the status of individuals.

Research shows these young people suffer poor self-esteem and higher than average mental health problems and high rates of suicide attempts (Vreeman et al, 2017). Adherence to medication is poor in all groups of adolescents with chronic health conditions. HIV presents additional challenges with the need to hide medication, the risk of the virus developing immunity, and having your sexual debut with a sexually transmitted infection, the knowing transmission of which can lead to criminal prosecution.

As above the programme seeks to both change behaviour and the negative perceptions of self that a participant may have driving negative behaviours. Many children living with HIV have the same pressure highlighted above along with those of their condition.

The aim is to lead to a sense of accomplishment and achievement widening their outlook and acceptance of self and by other. Many will discover attributes and abilities they did not realise they had to inspire them to build towards a positive future.



## Injured ex-servicemen and women

There is some evidence that sport can provide physiological, psychological and social benefits for recovery Sporer et al., Caddick et al. In a review by Chockalingam et al., they concluded that there was a clear protocol for the inclusion of elite sport training within the rehabilitation process and that it should be implemented now. Interestingly, there are also data to highlight that participation in elite sporting (Invictus games) can be both positive and negative for those engaging in the activities and care should be taken to provide adequate support for the pressures of competition (Roberts et al.,).

This polo programme supports its participants after medical rehabilitation for both physical and mental injury and is an example of the power that polo has to contribute to the restoration of self-confidence after a traumatic life change and to help them regain and transition into an active life.

'I learned that **I can do anything** as long as I try hard. Yeah, I feel like **no matter what is thrown at me**, I can just **deal with it** anymore in a composed and **positive way** instead of just leaving it and not wanting to have anything to do with it. So this program really helped me **boost my self-esteem as well as my confidence**'

Participant



# Pilot Phase 1 and 2

## Hypothesis:

Utilising polo as a sport for change is feasible and that participants would demonstrate a positive difference in mood and self-perception in individuals playing this new sport and the exposure to polo society



## Methodology

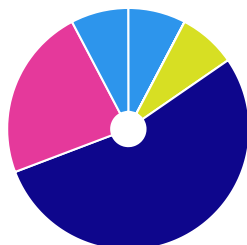
Over a 4 year period 2015-2019 there were a total of 92 (59 male and 33 female) participants ranging in ages from 13- 50 years old in the 12 formal POP programmes. There were 9 residential programmes and 3 day courses.

1. Participants were selected through **partnership with organisations** selected for their work with POP target populations in need. Through the 4 year period POP worked with **South Central Youth (SCY), Children's HIV Association (CHIVA), High Trees Development Trust and Ebony Horse Club**. We also worked with a number of **injured ex-servicemen and women**. The participants selected were chosen by the leaders of the partner organisations as those most in need of a **catalytic experience** in order to **accelerate their progress** within the organisations. The **majority** of participants were **based in the London area** with a small number from across the UK based on the coverage of our partner organisations during this phase.
2. The **young people** had a **multiple of challenges** ranging from **early transition from gang culture, learning to live with HIV** to those aiming for a university **needing inspiration and support**. The injured ex-soldiers participated in a mentorship role in addition to their own recovery and transition to civilian life.
3. During the program a number of youth expressed their desire to become **youth leaders**, an early program was developed that supported 5 young people to return. Their presence and guidance helped to support and reassure the young people to adapt to the new environment.
4. There were **12 formal programmes conducted at 4 Polo Clubs**: Fifield Polo Club, The Royal Berkshire Polo Club- Cool Hooves Polo School/Guards Polo Academy and Druids Polo Club.
5. The programmes included activities such as **grooming, vet session, riding, learning to use the stick** as well as **inspirational activities** watching polo matches, meeting players and socialising and a tour of Guards Polo Club (the most prestigious polo club in England). **Residential courses** were either **3 or 4 days long** with a tournament at the end of the course. Day courses also had a **tournament** at the end of the day. See Annex 1 for example of a course programme.
6. All the Windsor based residential courses were hosted at the Combermere Army Barracks, Windsor UK with one exception based at Flemish Farm, Windsor UK.
7. A total of **85 qualitative interviews of 37 attendees** were performed throughout the pilot phase, the **majority** are from the **youth program** with **key insights from injured ex-servicemen and women** being highlighted. In addition to the course a small number of the attendees were able to attend invited polo match events as spectators - these were not measured in this assessment.
8. The interviews were performed by POP staff and consent was given for **evaluation purposes**. They were divided into **3 main timepoints pre-course, post- day 1 and at the end of the course after the tournament**. There were different numbers of responses per question.
9. The interviews were **anonymised, consolidated** into master documents and the questions were then **summarised** into key themes .

# Interview 1: Pre-polo Course Highlights

Characteristics, how they see themselves and their future, who influences them:

Happiness Reports (5 feeling the happiest)



Confidence (5 feeling the most confident)

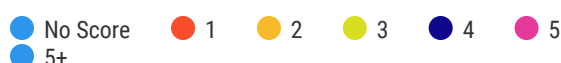
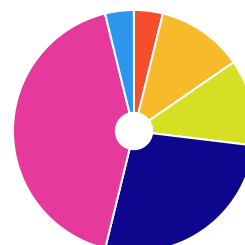


Figure 1: Happiness  
Most participants gave a score from 1-5 with 5 feeling the happiest, 6 scored a 5, 14 scored a 4 and 2 scored a 3. Two gave results of 7 and 9 and two didn't give a score. Feelings about the first polo practice were positive and all were excited with some nervousness about riding the horses

Figure 2: Confidence  
Most participants gave a score from 1-5 with 5 feeling the most confident, 11 scored 5, 7 scored 4, 3 scored 3, 3 scored 2, 1 scored 1, one scored 10.



Figure 3: Mentors included professional footballers (2), mother (9), dad (2), Uncle (2), sister (2), godmother, parents (2), people successful in the careers they wanted, older sister, rappers (2), Michael Jackson. Three didn't have any mentors. One looked up to themselves.

When asked about what their neighbourhood is like responses:

There were a variety of answers, some young people from outside urban areas reported that having parks and greenery was positive. Playing sport was felt to be positive football was particularly highlighted as something valued by the young people and for one participant access to horse riding was reported as a benefit. Young people also noted the positivity of the number of people around and knowing a lot of people in the area.

For those young people who lived in inner city areas a common theme was the darker side of the neighbourhood including gangs, violence and at number of the participants noted the death of friends. One participant noted that there was nothing good living in the South. Reporting a feeling of lack of safety especially at night was something one participant noted.



*'A lot of things have happened in my life and sometimes I think is life worth living and ....being here its like changing my mind and being around the animals and being around the people. It's like people care for me its like certain things, it's starting to change slowly and its helping me manage..... like I was upset one time here and my attitude changed straight away as soon as people started to talk to me and I was around the animals and the horses and yeah so thank you for the chance to do this.....'*



*'Yeah, Like I almost fell off the horse and I was hanging off and I pull myself back up. Like normally I would go off and walked off..... If I did, it would be embarrassing so I rather stayed on the horse and play. So, if I didn't stay, I would not have scored.'*



*'Because it, like being out here in our country is not like can I see where you have guns and, so it keeps you away from that for a while and then you just stop to forget about, some stuff.'*



*'I've never actually rid a horse before at all I never even dreamt about riding a horse.... when we first came to the field i mean we saw the horses and they were huge big heads very scared very scared to even stroke or touch the horse theres a lot of positive people around erm around the game of polo and the people that are involved in polo and you know like being able to come out from our backgrounds and be able to come here to do this is a privilege.....'*

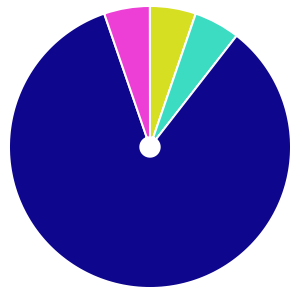
# Interview 2: Post-polo Day 1 Course Highlights

When asked about ways in which it made them feel better it was fun, made them more willing to try new things (2), trying new things, more confidence, improving happiness, adrenaline rush, learning to push through the bad bits and getting to the good side.

## Experience of the day (5 being the best)

Figure 4: When scoring the day out of 5 with 5 the best, 16 reported 5/5 one reported 4/5 one 3/5 and one 6/5.

11 participants reported that playing polo had a positive effect 9 said 5/5 two said 4/5 one said it didn't.



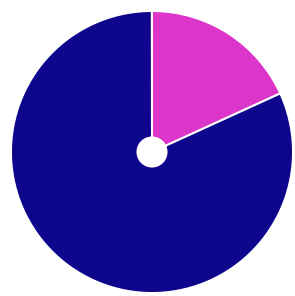
● No Score ● 1 ● 2 ● 3 ● 4 ● 5 ● 5+

## Willing to try new things

Improving happiness  
More Confidence Fun  
Adrenaline rush  
Learning to push through the bad bits and getting to the good side

Figure 5: When asked about ways in which it made them feel better it was fun, made them more willing to try new things (2), trying new things, more confidence, improving happiness, adrenaline rush, learning to push through the bad bits and getting to the good side.

## Feeling Positive (5 being the best)



● No Score ● 1 ● 2 ● 3 ● 4 ● 5

Figure 6: Participant rated feelings

Working in a team was considered very positive, understanding how to move the ball together  
Surprises of the day being good at riding, meeting the horses for the first time horses pooing everywhere, riding different horses, how far they improved, scoring  
Favourite part of the day was the game  
When asked about ways in which it made them feel better it was fun, made them more willing to try new things (2), trying new things, more confidence, improving happiness, adrenaline rush, learning to push through the bad bits and getting to the good side.

All would strongly recommend polo to friends at home and encourage them to try it

*'It just changed our perspective on the way we think because this sport comes across like it's not for everyone. So, obviously now that I've tried it and they welcomed me. The people that do the sport welcomed us so it's an open sport now, ain't it?'*



# Interview 3: End of Course Highlights

When meeting the horse they were going to ride the participants were scared or nervous, excited, or buzzing cantering was highlighted.

After playing polo participants felt like they wanted to go and play again, tired (7), one felt pressured from their being a crowd but felt afterwards they had given 100%, a mix of exhaustion, elation, jubilation, happy, joyful, proud, accomplished, calming, amazing, adrenaline, disheartened from losing, exhilarating, better with myself as a player, fully liberated, really confident, elated, good, awesome.

When asked how it would compare to how they thought it would feel participants reported the feeling of conquering their fear to ride the horses, it was harder than some thought, the exhilaration and scoring goals were highlights meaning more in a tournament, exceptional, amazing, wonderful, they recognized team work was critical for success, more intense. All but one participant felt that it was a different experience more competitive, one felt it was more stressful. All the participants would like to do this again except one who said maybe.

When asked about whether or not the participants would try other new sports all agreed that they would.

All participants felt the polo coaches were good other comments were: helpful, understanding, and inspiring.

The majority of the participants reported the favourite part of the day was the tournament match. Other comments are below:

- Horse: Learning to ride the horses, the horse going fast, playing polo, the power of working with the horse playing polo being in control, co-operating with the horse, riding the horse, different way of riding, being free on a horse
- Polo: showing the crowd the skills in the tournament, scoring goals, winning, the adrenaline rush, exciting, scoring
- Team: working as a team, bonding with each other, learning from the military team and their stories, team mates scoring more exciting than individual,
- Environment: meeting people from different backgrounds, visiting the queens realm (i.e. the Royal Enclosure at Guards Polo Club).

The worst part of the day were reported to be leaving the horse they talked about the horses by name, not being able to hit the ball. ***'I'm in control. I've got power and I can work with the horse. I can work with an animal together'***  
***'I'm overwhelmed.'***

The participants reported that working in a team was good, awesome, brilliant. Other comments included stressful when the teammate was better than them, helped with sportsmanship, learning to support others and manage expectations of performance, communicating to team mates. Some felt their performance could have been better.

## Scores the day (five the best)

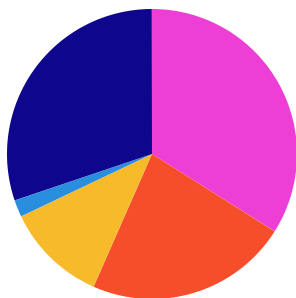


Figure 7: When scoring the day out of 5 with 5 the best, 16 reported 5/5 one reported 4/5 one 3/5 and one 6/5. 11 participants reported that playing polo had a positive effect 9 said 5/5 two said 4/5 one said it didn't.

Participants reported why they felt this was positive because of enjoyment, learning to do something new encouraged to try more things, more confidence, learning to interact with animals, building trust with people by trusting a horse, empowered on a horse

● 1 ● 2 ● 3 ● 4 ● 5

***'When you bond with the horse, it's like you trust just after, makes you able to trust other people more. Helps with your trust.'***

***'It's just made me more open to things. Like when I just saw Polo on a t-shirt, just the man standing there with a stick, it didn't look as interesting as it is. I never knew it was a contact sport and I was scared to bash into people. But at the end of it, I just like it.'***

***'The best thing about playing Polo is being a part of a team that wants to win.'***

## Interview 3: continued

When asked about whether participants thought differently about anything going forward they reported: it was brilliant when they thought it would be boring, being more meticulous, preparing differently to new challenges, learning to deal with others expectations and manage that, to react differently to circumstances like almost falling, trying new things after this, they were more sporty than they thought, teamwork makes the dreamwork, gained confidence, more sociable, adaptable, optimistic, don't say everything on your mind, be a lot more open  
Two said it didn't make them think differently.

***'I think yeah, I think I'll be a bit more sort of like prepared for somebody giving me like a challenge. I think I'd face it in a different way than I would have done.'***

***'I don't know. I'm actually quite emotional. I'm not too afraid to express my emotions. I've thought, I learned that I didn't really... I learned that people weren't as disappointed in my actions as I thought they were first. How am I still feeling? I still feel that there are at times hard, not to just accept what people tell me. What to accept of what people tell me.'***

***'Yeah, Like I almost fell off the horse and I was hanging off and I pull myself back up. Like normally I would go off and walked off. And they saw it's on camera, so it's kind of embarrassing. If I did, it would be embarrassing so I rather stayed on the horse and play. So, if I didn't stay, I would not have scored.'***

***'That I should always try something new cause before this, I wouldn't. I really wanted to try anything new but now, I've thought to myself that since I've tried this and I liked it, if someone told me to do something that I haven't done before, I'll try it. But if I know that it wouldn't be good for me then I wouldn't.'***

***'I've learned that I can get really tired on a horse. No, I think it just helped me see what I've already been trying to see and that's teamwork makes the dream work.'***

When participants were asked about if they would approach challenges outside polo differently they reported, bring it on, need to stop overthinking and work more on discipline, feeling good ,confidence, working on anger and trying to react differently, encouraged to work in a team

When asked how it would compare to how they thought it would feel, participants reported the feeling of conquering their fear to ride the horses, it was harder than some thought, the exhilaration and scoring goals were highlights, meant more when they played/scored in a tournament, exceptional, amazing, wonderful, they recognized team work was critical for success, more intense than the practices.

***'Yes. Making sure I try not to get angry to no one because it wasn't a situation of getting angry at anyone. It's more of understanding where they're coming from and trying to help them and support them.'***

***'yes, because it teaches you discipline. It teaches you to keep an open mind. Even if I can't get it right the first time, it teaches me how to self-reflect and understand why I didn't get it right the first time. Why was I off my game? Why couldn't I perfect it? I realized that it's not about the horsing, it's about me.'***

***'It's a different feeling to any other part of riding' Ebony horse club participant***

***'Coming from different environments whether it be a rough background at home or having HIV, its encouraging to do something like this because... its like for the moment you are out there ... there are more things in life to do that you have not already done before....that opportunity makes me think I could do something with horses and other stuff because its a change...'***



Photography credit Robert piper



Photography credit Tony Ramirez

## Interview 3: continued

Injured ex-servicemen and women felt a sense of achievement -doing what they love, 'buzzing' more from this event, having been injured the impact of the tournament was a high. They recognised that the effect of playing in the tournament would be temporary but have a longer term component.

***'Working in civvy street then getting back to working in a team in the polo tournament – 'It's just what we do' 'It's pretty out there, actually, I mean you know as I said before when we spoke before, coming at this from my perspective with the spinal injury. A lot of people say to me you're crazy, you know, explain it. People who've suffered can't see spinal injury play sport but you just can't.'***

The best parts of the day were reported team mates scoring more exciting than individual, being free on a horse, exciting and adrenaline, scoring.



The injured ex-servicemen and women reflected on their recovery vs now and the effect playing polo had had on them. They reported, that it greatly increased self-confidence with some reporting physical benefits some mental.

***'Physically, it has played a very important part, and that is improved my strength, improved my balance, my control that kind of stuff. Because a lot of my injuries, including my spine injury, it was linked to my lower body. Physically it's done that but I think the most important thing is psychological. It's giving you a sense of, I guess self-esteem and confidence. I think that's the massive thing, my take away from polo.'***

***'It's up there. It's up there. I mean, I did the Invictus Games last year, so it's a similar sort of feeling to that, I guess.'***

***'I don't think it's physically helped me move forward. But mentally, has helped me to move forward because it's doing something that I used to do before my injuries. So, in that respect, yes, it has. ....'***

***.....I can't run now, but I can play polo'***

# Evaluation Summary

Reflecting on the original hypothesis for the evaluation the pilot phase, the data proved that the **model applied was feasible** and could be **scaled nationally** and applied to **multiple populations**. It also demonstrated **consistent positive effect on mood and self-perception** in participants.

The evaluation was not designed as a research study and therefore ethics consent was not taken. It was also not powered for to show significance.

The ultimate aim of the programme is to **significantly impact the mood and behaviour** of the participant. The evaluation was limited to the programme itself and it was not possible to measure long term behaviour change. There is **anecdotal evidence** that there has been a **longer term effect** such as the case study included.

In order to evaluate the longer term impact it would be critical to adequately fund the programme and staff.

## Three key themes emerged from the evaluation:



### 1. Working with a horse

There was **overwhelming positive feedback** from all participants from the experience of working with the horses. This was **consistent** at all time points of the evaluation, the largest effect being on the first experience with the horse. The **ability to play polo** on a horse was considered very positive.



### 2. Team work

Critical to polo is the ability to **work effectively in a team**, this experience that was also positive. This was **particularly highlighted** in the feedback on the last day after the **tournament**. The experience with the pressure of the game highlighted the need to work as a team often with new people and the need to **build relationships to succeed**.



### 3. The environment

**Access** to the polo environment is **unique** and the **model** that was designed and applied to support this **was successful**. The impact of playing a "rich mans sport" being accepted by those in the community was consistently positive. Polo provides a **shared passion and language** that helps to **overcome social boundaries and build confidence to increase social mobility**.

There were limitations to the evaluation that we would seek to address in the next phase. Measures of **resilience** would be very interesting as all populations would be required to make decisions that repeatedly could be challenging to the participant. For young people going back to their local neighbourhood, the pressures that they face are crippling. There was minimal data collected from the injured ex-servicemen and women this would be valuable to explore more formally and comprehensively. It would be interesting to capture data on the impact of the charity on the polo community and their perceptions.

In order to explore potential monetary value for the programmes in partnership with SportWorks we completed an evaluation of a single camp in 2015, see figure 8 below. This showed a considerable potential impact on participants, longer term data would increase the accuracy of such tools.



## In conclusion:

The model was feasible, sustainable and the impact consistently positive.

This programme could be scaled up and broadened in location and populations reached.

The impact upon behaviour both short and long term beyond what is available anecdotally would be important to advance the field and explore additional benefits that could be quantified to funders.

Further investment is required to build the infrastructure for delivery, broadening of strategy and ongoing assessment of this intervention.

Figure 8: SportWorks the 2015 programme was assessed using the SportWorks tool. these highlight the potential monetary benefit of a single camp as an intervention.

# Pilot phase financial summary

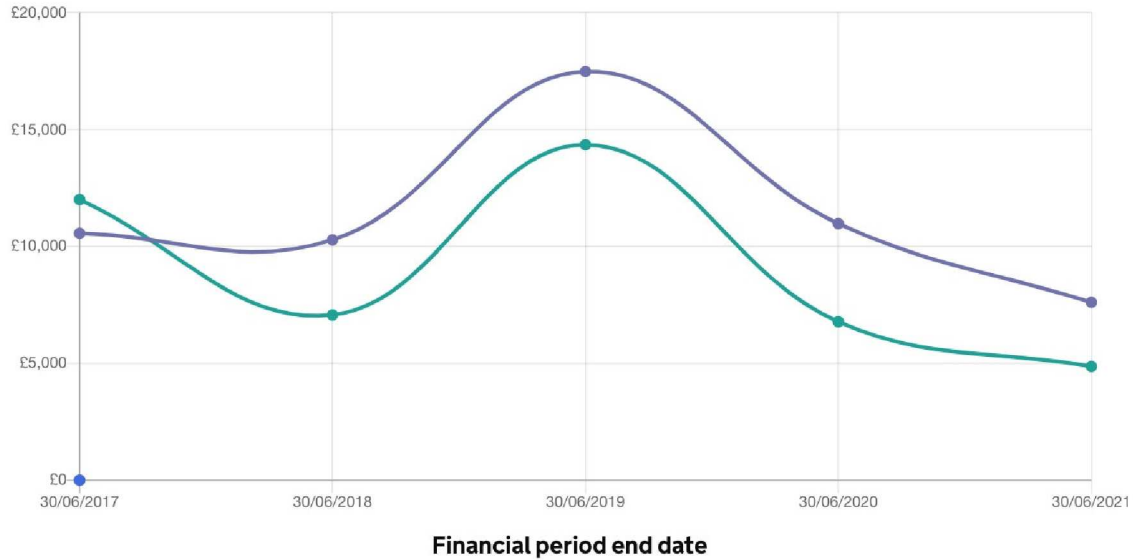
## POWER OF POLO

Charity number: 1162382



Charity reporting is up to date (on time)

- Charity overview
- What, who, how, where
- Governance
- Trustees
- Financial history
- Accounts and annual returns
- Governing document
- Contact information



	Income / Expenditure	30/06/2017	30/06/2018	30/06/2019	30/06/2020	30/06/2021
<input checked="" type="checkbox"/>	Total gross income	£10.56k	£10.28k	£17.48k	£10.97k	£7.61k
<input checked="" type="checkbox"/>	Total expenditure	£12.00k	£7.07k	£14.35k	£6.78k	£4.87k

Power of Polo reports all financial accounts to the Charity Commission, for full information see the link below:

<https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/5061592/charity-overview>

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# Case study- Ronnie Kusi



Photography credit Will Marsden

This photograph was one of 200 selected as part of the Portrait of Britain Competition. This was shown in public places across the UK as part of the national campaign.

Ronnie has been with POP since the first course, helping us to build the programme and returning as a youth leader. He has also represented the voice of youth on the management board.

Growing up in the Angell Estate in Brixton, Ronnie has a challenging background which has been heavily influenced by gang culture. When Power of Polo ('PoP') first met Ronnie, he was understandably sceptical about what polo, the sport of kings, had to offer him or even what it was but was keen to change the direction of his life.

Since playing polo and meeting many role models in the polo community, Ronnie has been able to think of himself differently- as someone who has opportunities to succeed, to imagine a life away from local gangs and to start building towards that life. The connections he has made with the military have been very informative and at one point he considered a career in the army.

Ronnie has finally moved out of Brixton and his determination to continue to distance himself from local gangs is a credit to him. He has embraced every opportunity that POP has made available to him and PoP continue to support him. He is currently working full time in London.

Ronnie shared his story with Rod Gilmour of The Telegraph:

<http://www.telegraph.co.uk/polo/2016/03/17/theres-too-much-negativity-on-londons-streets---but-polo-has-giv/>

Photography credit Will Marsden

*"You know, in life you can't shy away from things you want to do because of your injuries, you've got to face the challenges and get on with it"*

Participant

2

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# Phase 3 Concept to Build

The next phase for the charity will look to achieve multi-year funding to secure and grow. Below are the activities and potential budget for investment

## Funding objectives

- ★ Continue to learn and adapt with full long term evaluation  
Infrastructure- to employ chief operating officer (COO) and other appropriate staff
- ★ Stabilise funding to deliver multiple courses
- ★ Build a team for graduating participants including attendance at events  
Build a formal youth leader and mentor programmes for courses
- ★ Diversify populations reached
- ★ Diversify polo clubs reached

**If you are interested in becoming a sponsor please contact [katy.hayward@powerofpolo.org.uk](mailto:katy.hayward@powerofpolo.org.uk)**



'I **recommend it to thousands of people**. I will literally stand on the road in Brixton and push out at the **top of my voice** to promote this program. Going to think people like me? **This doesn't happen so often**. So when you actually get a chance to actually try something, you should actually do it, **especially the polo**, because **polo is actually a rich man's game** and from where I live there are not many rich people. So, to actually **give people an ideal future of what it could be to be rich or could play a rich man's game** is actually wonderful. And I'm **thankful for the program** that has happened and I hope that many of the people could have the same opportunity added. **I would love to come back**. I would love to have to come back actually tomorrow. **Actually, that's why I don't really want to leave here'**

Participant



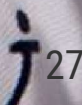
**Thank you to all  
our partners,  
sponsors,  
photographers  
and all the  
participants**

**Partners:**  
Fifield Polo Club  
Royal Berkshire Polo Club  
Cool Hooves Polo School  
Guards Polo Club  
Druids Polo Club  
South Central youth  
High Trees Development Trust  
Ebony Horse Club  
Childrens' HIV Association  
Combermere Barracks  
Winston Goode  
Magda Conway

**Sponsors:**  
Amelie Draper  
Jane Rumsey  
Outsourcing  
Utley Foundation  
Bank of America

**Photography credits:**  
Will Marsden  
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Power of Polo Team

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**POWER OF POLO**  27

# Annex 1: Example of a summary programme

Monday	Tuesday	Wednesday	Thursday	Friday
<u>Arrival</u> Pm to Barracks	8.30 Breakfast PoP team Fifield PoP team RCBOC	8am Breakfast PoP team Fifield PoP team RCBOC	8am Breakfast PoP team Fifield PoP team RCBOC	8am Breakfast
	9.10 All teams leave for Berkshire 9.30 Introduction to tacking up and meet the pony 9.45 Fifield team leave for Fifield	9.15 All teams leave for Berkshire 9.30 Mucking out at Berkshire 9.45 Fifield team leave for Fifield	9.15 Travel to clubs Morning briefing: 15mins Re- cap and reflection Rules of the game Introduction to teachers	9.15 am All teams travel to Berkshire Morning briefing: 30mins team play rules Re- cap and reflection Rules of the game Introduction to teachers 9.45 Fifield team leave for Fifield
1pm Katy arrive barracks for check	10.00am-12.30pm Polo Experience including break	10.00am-12.30pm Polo Experience including break	10.00-12.30 focus on team play Polo Experience including break	10.00-11.30am Polo Experience (shorter) including break Travel to Cool Hooves
<u>2pm</u> YP leave SCY	Lunch 1 hour at Fifield	Lunch 1 hour – at Berkshire	Lunch at barracks	Lunch at Cool Hooves
4pm Barracks arrival Go to rooms unpack 4.30pm Briefing together For the whole week the programme introduction to polo – Barracks classroom/Mess 5.30pm Dinner in the mess 6.30pm Orientation of Barracks where things are etc... Possible football in gym or tv/pool 9pm Bed	Afternoon at Fifield: Reflections Vet session Early dinner – Asado Football at Fifield Leave for Barracks Free time Bed	Reflections Music Workshop – barracks/Berkshire Dinner at Barracks or Pizza Free time wash/change Bed	12:30 Leave for barracks 1.30 Tour of barracks, cavalry museum, tanks 3pm Travel to Guards Polo Club Tour of Guards Watch Chukkas Meet the ‘star’ if possible Reflections at Guards with Vivek Rawal Chairman Dinner Barracks with some troops Bed	12.00 Mini tournament 6 teams military team too Finish 1.30 Reflections interviews 2pm Prize giving Chance to meet the sponsors 3pm Home



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