

SEI AM5

ACTIVITY MODULE 5 – LEISURE AND TOURISM ACTIVITIES

Module Introduction

1. Purpose and Application

AM5 – Leisure and Tourism Activities establishes the requirements for organisations providing horse-related leisure, recreational, tourism, or visitor experiences within the certification scope. AM5 may apply to guided or self-guided riding, trekking, trail riding, horse-drawn carriage experiences, pony or horse rides, visitor attractions involving horses, equestrian holidays, heritage experiences, outdoor recreational activities, and comparable services in which horses form a material part of the visitor experience. The Module applies according to the activity actually provided, regardless of whether horses, land, routes, transport, accommodation or supporting services are owned directly by the organisation or provided through third parties.

2. Scope of Responsibility

Leisure and tourism activities create responsibilities beyond the horse and rider, including visitors, guides, routes, landowners, local communities, the natural environment, and the destination itself. The organisation shall clearly establish responsibility for horse selection, visitor assessment, supervision, routes, tack, equipment, transport, emergency response, land access, and environmental controls. Where services depend upon third-party horse owners, guides, accommodation providers, landowners, or other operators, responsibilities shall be sufficiently defined to prevent gaps in horse wellbeing, visitor safety, environmental protection, or service delivery.

3. Horse Wellbeing and Tourism Procedures

Horse wellbeing shall take precedence over visitor demand, commercial scheduling, tourism capacity, or the expectation that an advertised experience must always proceed. Horses shall be physically and behaviourally suitable for the activity, appropriately matched to the visitor, protected from excessive workload, unsuitable loads, inadequate rest, and adverse environmental conditions. A horse shall not be required to continue an activity where illness, injury, exhaustion, pain, fear, distress, or other material welfare concerns indicate that continuation is inappropriate.

4. Visitor Safety and Responsible Participation

Visitors may have limited or no previous equestrian experience. The organisation shall therefore provide assessment, instruction, supervision and information appropriate to the nature and risk of the activity. Visitor enjoyment shall not depend upon assuming risks that have not been reasonably assessed or explained, nor shall visitor inexperience be permitted to create avoidable risk to horses, people, communities, or the environment.

5. Destination, Heritage and Environmental Responsibility

Equestrian tourism often depends upon access to landscapes, communities, heritage, local culture, and natural environments. Activities shall therefore be planned and managed to respect land ownership and access rights, protect sensitive environments, minimize disturbance, and contribute positively where practicable to the destinations and communities in which they operate.

6. Relationship with AM1, AM2 and Other Activity Modules

Where horses are accommodated within facilities assessed under AM1, equivalent stable, welfare, resource and environmental evidence may be recognised without unnecessary duplication. Where formal riding instruction or coaching is provided beyond basic visitor orientation, AM2 may additionally apply. Where breeding, therapy or event activities are also undertaken, the relevant Activity Modules shall apply according to the certification scope. Where horse transport is incidental to leisure, visitor or tourism activities, the activity-specific transport requirements of AM5 shall apply. Where the organisation itself undertakes horse transport as a material, routine or separately certified activity, AM7 – Transport & Logistics shall additionally apply according to the defined certification scope. AM5 focuses on the additional impacts and responsibilities generated specifically by leisure, visitor and tourism activities.

7. Assessment Hierarchy

The AM5 criteria follow the sequence of responsible Leisure, Tourism and Equestrian Activities

*AUTHORITY & ACTIVITY SCOPE → LAND & ACCESS RIGHTS → GUIDE COMPETENCE → VISITOR ASSESSMENT →
HORSE SUITABILITY → HORSE-VISITOR MATCHING → ROUTE & ACTIVITY RISK → TACK & EQUIPMENT →
WORKLOAD & LOAD → WEATHER & CONDITIONS → SUPERVISION → EMERGENCY RESPONSE → HORSE CARE
& RECOVERY → TRANSPORT → DESTINATION & COMMUNITY → ENVIRONMENT & BIODIVERSITY → RESOURCE
MANAGEMENT → PEOPLE & ECONOMIC RESPONSIBILITY → MEASURE → CORRECT → IMPROVE →
COMMUNICATE*

The hierarchy is intentional. Leisure and Tourism Activities should begin only when the organisation has established that the legality, the horse, and the environment are suitable for the intended activity.

Criterion AM5-1 – Legal Authority and Applicable Tourism Requirements

The organisation shall demonstrate that leisure and tourism activities are lawfully provided and comply with applicable equine, tourism, transport, land-access, occupational, environmental, and consumer requirements.

Compliance Requirements

AM5-1.1 Applicable licences, registrations, permits and operational approvals shall be identified and maintained. Evidence of current status shall be available, and responsibilities for renewal or maintenance shall be assigned within the organisation.

AM5-1.2 Legal requirements applicable to equine use, tourism operations, transport, visitor safety, and environmental protection shall be identified. The identified requirements shall be reflected in relevant procedures, visitor arrangements, and operating controls, depending on the activities undertaken.

AM5-1.3 Required permissions to commercially operate from relevant land, roads, trails, public areas, or protected sites shall be maintained. Permissions shall cover the actual commercial use undertaken, and any material conditions or limitations shall be communicated to responsible personnel.

AM5-1.4 Relevant insurance or other mandatory financial-protection arrangements shall be maintained where required. The organisation shall be able to demonstrate that the required cover remains appropriate to the nature, scale and risk profile of the activity.

AM5-1.5 Changes in legal or operating requirements shall be identified and incorporated into affected activities. Relevant changes shall be reviewed promptly so that licenses, procedures, risk controls and visitor information remain current and effective.

Indicators

- Legal authority is current.
- Applicable tourism and equine requirements are identified.
- Commercial land and route access is authorised.
- Required insurance arrangements are current.
- Regulatory changes result in updated controls.

Verification and Non-Conformity Conditions

Verification includes licences, permits, land-access agreements, insurance, competent-authority information and actual operating practices.

Minor non-conformity: Arises where activities are legally authorised but isolated administrative or updating deficiencies exist.

Major non-conformity: Arises where material tourism or equestrian activities are knowingly operated without mandatory authorisation, required access rights or other essential legal approval.

Criterion AM5-2 – Activity Scope, Visitor Services and Operational Capacity

The organisation shall define the leisure and tourism activities provided and maintain capacity appropriate to expected visitor demand, horse numbers, personnel and supporting infrastructure.

Compliance Requirements

AM5-2.1 Material visitor and equestrian services shall be clearly defined. The defined scope shall identify the activities offered, principal operating conditions and any material limitations affecting safe and responsible delivery.

AM5-2.2 Typical and maximum participant numbers shall be known. Participant capacity shall be established with regard to available horses, competent personnel, route conditions, equipment and emergency capability.

AM5-2.3 Horse availability shall be sufficient to deliver activities without excessive individual workload. Horse numbers and availability shall be planned against expected demand so that commercial scheduling does not create repeated or excessive individual use.

AM5-2.4 Staffing, guides, equipment, routes and emergency resources shall be proportionate to activity scale. Resources shall remain sufficient during normal and peak operation, with shortages or constraints addressed before they compromise safety or horse wellbeing.

AM5-2.5 Seasonal demand and peak visitor periods shall be considered in operational planning. Peak periods shall be planned in advance and adjusted where actual demand exceeds available horse, personnel, route or infrastructure capacity.

Indicators

- Activity types are clearly defined.
- Visitor and horse numbers are known.
- Horse availability reflects demand.
- Operational capacity is adequate.
- Seasonal peaks are planned.

Verification and Non-Conformity Conditions

Verification includes bookings, schedules, horse rosters, staffing and capacity planning.

Minor non-conformity: Arises where capacity is generally adequate but individual planning information is incomplete.

Major non-conformity: Arises where commercial demand knowingly exceeds the capacity to provide safe, responsible activity or appropriate horse welfare.

Criterion AM5-3 – Landowner Permission and Route Access

The organisation shall ensure that routes, trails, tracks and other land used commercially for equestrian leisure or tourism are used with appropriate legal or documented authority.

Compliance Requirements

AM5-3.1 Ownership or management responsibility for relevant land and routes shall be identified. Responsibility shall be clear enough to identify who may authorise use, impose conditions or require changes to the route or access arrangement.

AM5-3.2 Commercial access permissions shall be obtained where required. Permissions shall correspond with the actual commercial activity and shall be retained in a form that can be verified where reasonably practicable.

AM5-3.3 Conditions attached to access agreements shall be incorporated into operational controls. Relevant conditions shall be communicated to guides and incorporated into route planning, visitor instructions and activity restrictions where applicable.

AM5-3.4 Temporary restrictions, seasonal closures and land-management conditions shall be respected. Operational personnel shall be informed of restrictions in sufficient time to prevent unauthorised access or avoidable conflict with land management requirements.

AM5-3.5 Access arrangements shall be periodically reviewed where routes, ownership or operating conditions change. Reviews shall confirm that permissions remain valid and that changes in ownership, route use or operating conditions have not created new access risks.

Indicators

- Land access is authorised.
- Commercial use is specifically considered.
- Conditions are reflected in operations.
- Temporary restrictions are respected.
- Changes trigger review.

Verification and Non-Conformity Conditions

Verification includes landowner agreements, permits, route documentation and correspondence.

Minor non-conformity: Arises where access is substantially authorised but individual documentation is incomplete.

Major non-conformity: Arises where commercial horse tourism knowingly operates across land without required authority.

Criterion AM5-4 – Guide, Escort and Activity Leader Competence

Persons guiding or supervising visitors shall possess competence appropriate to the horses, activity, terrain, visitor profile and foreseeable risks.

Compliance Requirements

AM5-4.1 Competence requirements shall be defined for guides and activity leaders. Requirements shall reflect the activity type, horse responsibilities, visitor profile, route complexity and foreseeable emergency or environmental conditions.

AM5-4.2 Guides shall demonstrate appropriate horse-handling and equestrian competence. Competence shall include the practical ability to manage horses and visitors safely under the conditions reasonably expected during the activity.

AM5-4.3 Route knowledge, environmental hazards and emergency responsibilities shall be understood. Guides shall be familiar with route-specific hazards, decision points, communication limitations and escalation arrangements before leading visitors.

AM5-4.4 Guides shall be capable of assessing visitor behaviour and intervening where unsafe or inappropriate conduct occurs. Intervention authority shall be understood and exercised where visitor conduct creates material risk to horses, people, property or the environment.

AM5-4.5 Competence shall be reviewed following incidents, changes in activity or identified deficiencies. Review shall determine whether refresher training, reassessment, supervision or changes in role allocation are necessary to restore effective competence.

Indicators

- Guide competence is defined.
- Equine skills are demonstrable.
- Route knowledge is sufficient.
- Guides can control participant behaviour.
- Incidents inform development.

Verification and Non-Conformity Conditions

Verification includes qualifications, training, route familiarisation, observation and interviews.

Minor non-conformity: Arises where competence is generally appropriate but individual training evidence is incomplete.

Major non-conformity: Arises where activities are led by persons lacking competence necessary to control significant foreseeable horse or visitor risks.

Criterion AM5-5 – Visitor Assessment and Activity Suitability

Visitors shall be assessed sufficiently to determine whether the intended equestrian activity is appropriate to their competence and relevant individual characteristics.

Compliance Requirements

AM5-5.1 Relevant riding or handling experience shall be established before participation. Assessment shall obtain enough reliable information to support an appropriate activity, horse and supervision decision before the visitor participates.

AM5-5.2 Age, physical capability, confidence and other material factors shall be considered where relevant. Where minors or vulnerable persons participate, applicable consent, safeguarding and supervision requirements shall be identified and implemented.

AM5-5.3 Visitors shall not be allocated to activities materially beyond their demonstrated ability. Where a suitable activity cannot be provided, participation shall be modified, deferred or declined rather than placing the visitor or horse at avoidable risk.

AM5-5.4 Where necessary, a practical assessment shall be undertaken before progressing to higher-risk terrain or activity. The assessment shall be proportionate to the foreseeable consequences of error and shall be completed before exposure to materially increased risk.

AM5-5.5 Suitability shall be reconsidered where behaviour or performance during the activity indicates concern. Guides shall have authority to modify, suspend or terminate participation where observed ability, confidence or behaviour no longer supports safe continuation.

Indicators

- Visitor experience is assessed.
- Relevant personal factors inform allocation.
- Activities match competence.
- Higher-risk progression is controlled.
- Observations can change participation.

Verification and Non-Conformity Conditions

Verification includes booking information, pre-activity assessment, observation and guide interviews.

Minor non-conformity: Arises where assessment is substantially effective but individual documentation or reassessment is incomplete.

Major non-conformity: Arises where inexperienced or unsuitable visitors are knowingly assigned to activities creating significant foreseeable risk.

Criterion AM5-6 – Horse Selection and Fitness for Tourism Activities

Horses used for leisure or tourism shall be individually suitable and physically fit for the nature, intensity and environment of the activity.

Compliance Requirements

AM5-6.1 Selection shall consider temperament, age, health, soundness, training and physical capacity. Selection decisions shall reflect the actual demands of tourism work and shall be supportable through observation, horse records or other reliable information.

AM5-6.2 Horses shall be suitable for the terrain, traffic, noise, crowds or other environmental conditions expected. Exposure to these conditions shall be compatible with the horse's demonstrated behaviour, experience and ability to remain manageable without material distress.

AM5-6.3 Horses showing illness, injury, significant lameness, exhaustion or material distress shall not undertake tourism work. Where such conditions are identified, the horse shall be withheld from work until fitness has been appropriately reassessed and recovery is adequate.

AM5-6.4 Fitness shall be periodically reassessed. Reassessment shall consider changes in age, health, workload, behaviour, environment and previous activity outcomes rather than relying solely on initial selection.

AM5-6.5 Horses shall be withdrawn where their condition becomes incompatible with the activity. Withdrawal shall take precedence over visitor demand or scheduling, and the reason shall inform subsequent workload, healthcare or suitability decisions.

Indicators

- Horses are intentionally selected for tourism work.
- Environmental suitability is considered.
- Unfit horses are removed.
- Fitness is reassessed.
- Withdrawal decisions are demonstrable.

Verification and Non-Conformity Conditions

Verification includes horse profiles, health information, observations and schedules.

Minor non-conformity: Arises where selection is generally appropriate but individual reassessment evidence is incomplete.

Major non-conformity: Arises where a materially unfit, injured or exhausted horse is knowingly required to work.

Criterion AM5-7 – Horse–Visitor Matching

Horse allocation shall reflect both the visitor's competence and the horse's individual physical and behavioural characteristics.

Compliance Requirements

AM5-7.1 Horse temperament and training shall be considered. Allocation shall reflect how the horse responds to the intended activity and to the level of direction reasonably expected from the visitor.

AM5-7.2 Visitor competence, balance, confidence, and relevant physical characteristics shall be considered. These factors shall be considered together so that the visitor can reasonably control and balance on the horse without creating avoidable strain or distress.

AM5-7.3 Horse and rider/load compatibility shall be evaluated. The combined weight and demands of the rider, passenger, or carried load shall remain compatible with the individual horse and activity conditions.

AM5-7.4 Matching shall be reviewed during the activity. Guides shall observe the combination in practice and shall change the allocation where control, confidence, welfare, or safety deteriorates materially.

AM5-7.5 Repeated mismatch, refusal, fear, or difficulty shall influence future allocations. Relevant observations and recurring difficulties shall be retained sufficiently to support safer and more appropriate allocations in future activities.

Indicators

- Horse–visitor matching is deliberate.
- Physical and behavioural compatibility is considered.
- Visitor load is appropriate.
- Guides review combinations during activity.
- Experience influences future allocation.

Verification and Non-Conformity Conditions

Verification includes horse allocation, visitor assessments, observation, and incident information.

Minor non-conformity: Arises where matching is generally appropriate but individual rationale is insufficiently recorded.

Major non-conformity: Arises where a materially unsuitable horse–visitor combination is knowingly maintained despite significant risk.

Criterion AM5-8 – Visitor Briefing and Responsible Conduct

Visitors shall receive information and instruction necessary to participate safely and responsibly and to avoid unnecessary harm or distress to horses.

Compliance Requirements

AM5-8.1 Pre-activity briefing shall address relevant safety and horse-handling expectations. The briefing shall be completed before participation and shall reflect the activity, route, visitor experience and foreseeable horse-welfare or safety risks.

AM5-8.2 Visitors shall receive instruction appropriate to their competence. Instructions shall be understandable, proportionate, and sufficient for the visitor to follow essential controls before and during the activity.

AM5-8.3 Rules shall address the use of reins, whips, spurs and other aids. Potentially aversive aids shall not be routinely provided to inexperienced visitors where the activity can reasonably proceed without them. Where permitted, appropriate instruction and supervision shall be provided.

AM5-8.4 Visitors shall understand the authority of the guide to modify or terminate participation. Visitors shall be informed that guide decisions concerning safety, horse wellbeing, weather, route conditions or conduct take precedence over completion of the activity.

AM5-8.5 Environmental and community conduct expectations shall be communicated where relevant. Expectations shall address relevant access, litter, wildlife, community, and shared-use responsibilities so that visitor behaviour does not create avoidable impacts.

Indicators

- Visitors receive structured briefing.
- Guidance reflects ability.
- Horse-welfare conduct is explained.
- Guide authority is understood.
- Responsible outdoor behaviour is promoted.

Verification and Non-Conformity Conditions

Verification includes briefing materials, observation, Codes of Conduct, and visitor information.

Minor non-conformity: Arises where briefing is generally effective but individual content is incomplete.

Major non-conformity: Arises where visitors are permitted to undertake material-risk activities without essential safety or horse-welfare instruction.

Criterion AM5-9 – Tack, Harness, Carriages and Activity Equipment

Tack, harness, carriages, and other activity equipment shall be suitable, correctly fitted, and maintained for the horse, visitor, and intended activity.

Compliance Requirements

AM5-9.1 Equipment shall be appropriate to the intended use. Selection shall reflect the horse, visitor, terrain, duration, weather, and foreseeable loads or forces associated with the activity.

AM5-9.2 Fit shall be appropriate to the individual horse. Fit shall be checked sufficiently to prevent avoidable pressure, restriction, instability, rubbing or other discomfort during the expected period of use.

AM5-9.3 Equipment shall be inspected and maintained. Inspection frequency shall reflect use, condition, and risk, and defects capable of affecting safety or welfare shall be corrected before further use.

AM5-9.4 Carriages and associated systems shall be suitable for expected loads and operating conditions where applicable. Brakes, wheels, shafts, harness connections, and other safety-critical components shall be appropriate to the route, load, and expected operating conditions.

AM5-9.5 Equipment causing pain, injury, or repeated discomfort shall be removed from use. Withdrawal shall remain in effect until the cause has been corrected and the equipment is again demonstrably suitable for safe use.

Indicators

- Equipment is fit for purpose.
- Horse fit is appropriate.
- Maintenance is demonstrable.
- Carriage equipment is controlled.
- Problematic equipment is withdrawn.

Verification and Non-Conformity Conditions

Verification includes tack, harness and carriage inspection, maintenance records and horse observations.

Minor non-conformity: Arises where equipment is substantially suitable but isolated maintenance or fitting issues exist.

Major non-conformity: Arises where known unsuitable or defective equipment creates significant horse or visitor risk.

Criterion AM5-10 – Horse Workload, Working Hours and Rest

Horse workload shall be controlled to prevent excessive physical or behavioural demands.

Compliance Requirements

AM5-10.1 Individual horse working time shall be known. Records or other reliable controls shall allow the organisation to determine individual workload across relevant activities rather than relying only on general schedules.

AM5-10.2 Daily and weekly workload shall consider activity intensity, terrain, climate and horse fitness. Workload decisions shall reflect cumulative demand and shall be adjusted where conditions increase physical, behavioural or recovery requirements.

AM5-10.3 Horses shall receive sufficient breaks during working periods. Break duration and timing shall be sufficient to support recovery and access to water, shade, or other needs according to the activity and conditions.

AM5-10.4 Horses shall receive appropriate days or periods of recovery. Recovery shall include meaningful non-working periods appropriate to the horse's workload, age, fitness, behaviour and other relevant individual factors.

AM5-10.5 Demand shall be distributed across sufficient horses to prevent systematic overuse. Planning shall maintain sufficient horse capacity to absorb normal demand, peaks, and welfare-related withdrawals without transferring excessive load to remaining horses.

Indicators

- Horse working time is traceable.
- Workload reflects activity difficulty.
- Breaks are provided.
- Recovery is planned.
- Horse numbers support demand.

Verification and Non-Conformity Conditions

Verification includes schedules, horse-use records, bookings, and observation.

Minor non-conformity: Arises where workload is generally appropriate but individual monitoring is incomplete.

Major non-conformity: Arises where horses are systematically overworked or denied reasonable rest, creating a significant welfare compromise.

Criterion AM5-11 – Rider, Passenger and Load Management

Loads placed upon horses shall be appropriate to individual physical capacity, terrain, duration, and activity conditions.

Compliance Requirements

AM5-11.1 Rider or passenger load shall be considered when allocating horses. Allocation shall consider the horse's size, condition, fitness, and demonstrated capacity in relation to the intended activity and operating environment.

AM5-11.2 Additional equipment or carried goods shall be included in load considerations. Total load assessment shall include material tack, baggage, equipment or goods so that the horse is not evaluated against rider or passenger weight alone.

AM5-11.3 Terrain, gradient, duration, temperature and horse condition shall inform acceptable loads. Load decisions shall be conservative where these factors materially increase effort, balance demands or the likelihood of fatigue or strain.

AM5-11.4 Carriage passenger numbers and other hauled loads shall be controlled according to horse capacity and operating conditions. Established operating limits shall be applied in practice and reviewed where route, vehicle, environmental or horse conditions materially change.

AM5-11.5 Where reasonable uncertainty exists, load shall be reduced or an alternative horse or activity provided. Uncertainty shall be resolved in favour of horse wellbeing, with the selected alternative remaining appropriate for visitor safety and service delivery.

Indicators

- Load is considered during allocation.
- Total load is recognised.
- Environmental factors influence decisions.
- Carriage loads are controlled.
- Conservative decisions are made where uncertain.

Verification and Non-Conformity Conditions

Verification includes horse allocation, equipment, passenger arrangements and interviews.

Minor non-conformity: Arises where load management is generally appropriate but individual evaluation is insufficiently documented.

Major non-conformity: Arises where horses are knowingly subjected to loads likely to cause significant avoidable strain, pain or injury.

Criterion AM5-12 – Weather, Climate and Environmental Conditions

Tourism activities shall be modified according to environmental conditions capable of affecting horse or visitor well-being.

Compliance Requirements

AM5-12.1 Relevant temperature, humidity, wind, precipitation and ground conditions shall be considered. Monitoring shall be proportionate to activity duration and location and shall inform go, modify, postpone or cancel decisions before and during operation.

AM5-12.2 Activities shall be modified, postponed or cancelled where conditions create unacceptable risk. Decisions shall prioritise horse and visitor wellbeing and shall not be overridden solely by bookings, commercial pressure or expectations of completion.

AM5-12.3 Horses shall have appropriate access to shade, shelter or cooling where necessary. Provision shall be accessible when required and appropriate to the duration, intensity and environmental exposure of the activity.

AM5-12.4 Working times shall avoid materially unsuitable environmental conditions where practicable. Scheduling shall use reasonable weather information and local operating knowledge to reduce predictable exposure to heat, cold, storms or unsafe ground conditions.

AM5-12.5 Weather-related incidents shall result in review of activity thresholds. The review shall determine whether thresholds, schedules, briefing, equipment or emergency arrangements require revision before similar activities continue.

Indicators

- Environmental conditions are considered.
- Activities are modified when necessary.
- Protection from heat/cold is available.
- Scheduling reflects climate risks.
- Incidents influence future controls.

Verification and Non-Conformity Conditions

Verification includes weather procedures, schedules, shelter, incident information and guide interviews.

Minor non-conformity: Arises where weather controls are generally effective but individual thresholds or documentation are incomplete.

Major non-conformity: Arises where activities knowingly continue under conditions creating significant horse or visitor welfare risk.

Criterion AM5-13 – Route and Trail Suitability

Routes used for organised equestrian leisure or tourism shall be suitable for the horses, visitors and intended activity.

Compliance Requirements

AM5-13.1 Routes shall be evaluated for terrain, gradient, surface, distance and foreseeable obstacles. Evaluation shall be proportionate to route use and shall consider both normal conditions and foreseeable deterioration caused by weather, traffic or seasonal change.

AM5-13.2 Route difficulty shall correspond with visitor and horse capability. Route allocation shall prevent visitors or horses being knowingly exposed to difficulty materially beyond their assessed capability or experience.

AM5-13.3 Hazards including unsafe surfaces, traffic, debris, vegetation, structures, and water crossings shall be identified. Identified hazards shall be recorded or otherwise controlled sufficiently so that guides and visitors understand the required precautions, diversions, or limitations.

AM5-13.4 Material changes in route condition shall result in modification, diversion, or closure where necessary. The organisation shall act before continued use creates significant foreseeable welfare, safety, or environmental risk to horses, visitors, or other route users.

AM5-13.5 Routes shall be periodically inspected at intervals proportionate to use and risk. Inspection results shall be traceable and shall trigger maintenance, communication, diversion, or closure where route conditions no longer support responsible use.

Indicators

- Route characteristics are known.
- Difficulty informs activity allocation.
- Hazards are identified.
- Unsafe sections can be closed or diverted.
- Inspection is systematic.

Verification and Non-Conformity Conditions

Verification includes route plans, inspections, risk assessments, and direct observation where practicable.

Minor non-conformity: Arises where routes are generally appropriate but individual inspection or documentation gaps exist.

Major non-conformity: Arises where known serious route hazards remain uncontrolled, or visitors are knowingly directed through materially unsafe conditions.

Criterion AM5-14 – Road, Traffic and Shared-Use Risk

Where tourism activities interact with roads, vehicles, cyclists, walkers, livestock, or other users, associated risks shall be appropriately controlled.

Compliance Requirements

AM5-14.1 Material shared-use and traffic interfaces shall be identified. The assessment shall consider frequency, visibility, speed, route width, crossing points, and the behaviour of horses and other users where relevant.

AM5-14.2 Routes shall minimise exposure to high-risk traffic where practicable. Route selection and scheduling shall reduce unnecessary exposure, particularly for inexperienced visitors or horses not demonstrated to be suitable for traffic conditions.

AM5-14.3 Road crossings and other high-risk interfaces shall have appropriate controls. Controls may include guide positioning, timing, signage, dismounting, group management, or alternative routing according to the circumstances and applicable rules.

AM5-14.4 Visitors shall receive relevant behavioural instructions. Instructions shall explain expected conduct around vehicles, cyclists, walkers, livestock, and other users, including when visitors must follow guide directions immediately.

AM5-14.5 Recurring conflicts or incidents shall trigger route or operational review. Repeated problems shall be analysed to determine whether route choice, timing, briefing, supervision, or other controls require strengthening.

Indicators

- Traffic and shared-use risks are mapped.
- Higher-risk routes are minimised.
- Critical crossings are controlled.
- Visitors understand conduct.
- Conflicts result in review.

Verification and Non-Conformity Conditions

Verification includes route risk assessments, signage, incident records and observations.

Minor non-conformity: Arises where interfaces are generally controlled but individual information or signage is incomplete.

Major non-conformity: Arises where known significant traffic or shared-use risks remain knowingly uncontrolled.

Criterion AM5-15 – Navigation, Signage and Visitor Information

Visitors shall receive clear and accurate information necessary to navigate and participate responsibly.

Compliance Requirements

AM5-15.1 Routes shall have appropriate maps, instructions, or guide control. The chosen method shall be appropriate to whether the activity is guided or self-guided and shall remain usable under foreseeable operating conditions.

AM5-15.2 Material hazards, restrictions, and route difficulty shall be communicated. Information shall be provided before exposure to the relevant hazard or restriction and shall be understandable to the intended visitor group.

AM5-15.3 Temporary diversions or closures shall be clearly communicated. Changes shall be communicated promptly through the channels reasonably relied upon by guides and visitors to prevent outdated information from creating avoidable risk.

AM5-15.4 Emergency contact information shall be available. Contact arrangements shall be suitable for the route and shall include any location or access information needed to support an effective emergency response.

AM5-15.5 Information shall be periodically reviewed for accuracy. Review shall reflect route changes, incidents, seasonal conditions, landowner requirements and visitor feedback so information remains current and reliable.

Indicators

- Route information is clear.
- Difficulty and hazards are communicated.
- Closures are updated.
- Emergency contacts are available.
- Information is current.

Verification and Non-Conformity Conditions

Verification includes signage, websites, maps, briefing materials and route inspection.

Minor non-conformity: Arises where information is substantially effective but isolated content is outdated or incomplete.

Major non-conformity: Arises where materially inaccurate route information exposes visitors or horses to significant foreseeable risk.

Criterion AM5-16 – Supervision and Group Management

Guided activities shall maintain supervision appropriate to the number and experience of participants, horse characteristics and route conditions.

Compliance Requirements

AM5-16.1 Group size shall remain manageable. The maximum group size shall reflect guide competence, visitor experience, horse behaviour, route conditions, and the ability to intervene effectively if needed.

AM5-16.2 Guide-to-participant arrangements shall reflect activity risk. Ratios shall be determined from foreseeable risk rather than commercial capacity alone and shall allow guides to monitor horses and participants adequately.

AM5-16.3 Less experienced visitors shall receive increased supervision where necessary. Additional support, reduced group size, or modified activities shall be used where visitor inexperience increases the need for direct observation and intervention.

AM5-16.4 Guides shall maintain sufficient control to stop or modify unsafe behaviour. Control shall include authority and practical ability to separate, stop, redirect or remove participants where continuation would create material risk.

AM5-16.5 Group-management arrangements shall be reviewed after incidents or near misses. The review shall identify whether group size, staffing, route choice, briefing or supervision arrangements contributed to the event and require improvement.

Indicators

- Group size is appropriate.
- Supervision reflects risk.
- Novices receive support.
- Guides maintain control.
- Incidents inform improvement.

Verification and Non-Conformity Conditions

Verification includes schedules, activity observation and incident information.

Minor non-conformity: Arises where supervision is generally appropriate but isolated group-management deficiencies exist.

Major non-conformity: Arises where inadequate supervision creates significant foreseeable horse or visitor risk.

Criterion AM5-17 – Personal Protective Equipment

Protective equipment shall be required according to the nature and foreseeable risk of the activity.

Compliance Requirements

AM5-17.1 Appropriate riding head protection shall be required for mounted activities where applicable. The requirement shall reflect applicable law, recognised practice, activity risk, and the organisation's documented operating rules for the service provided.

AM5-17.2 Equipment shall meet applicable recognised requirements. Where standards or certification requirements apply, the organisation shall be able to demonstrate that supplied or required equipment is suitable and current.

AM5-17.3 Additional protective equipment shall be considered according to terrain, activity, and participant risk. Consideration shall include foreseeable fall, impact, terrain, visibility, or weather risks and any additional needs arising from the participant profile.

AM5-17.4 Equipment supplied by the organisation shall be maintained and appropriately fitted. Checks shall address condition, cleanliness, sizing, and fit so that protective performance is not undermined by damage, deterioration, or inappropriate adjustment.

AM5-17.5 PPE requirements shall be reviewed following incidents or activity changes. Reviews shall determine whether previous requirements remain adequate and whether equipment specifications, briefing or enforcement need to be strengthened.

Indicators

- Head protection rules are defined.
- Equipment is suitable.
- Additional PPE is risk-based.
- Supplied PPE is maintained.
- Incident learning informs requirements.

Verification and Non-Conformity Conditions

Verification includes PPE inspection, activity rules and observation.

Minor non-conformity: Arises where controls are substantially effective but isolated maintenance or checking deficiencies exist.

Major non-conformity: Arises where mandatory protective equipment is knowingly omitted in circumstances creating significant foreseeable risk.

Criterion AM5-18 – Horse Feeding, Water and Recovery During Tourism Activities

Horses shall receive appropriate water, feed, and recovery opportunities throughout working activities and following return.

Compliance Requirements

AM5-18.1 Drinking water shall be available at intervals appropriate to workload and environmental conditions. Water provision shall be planned before departure and during the activity so that access is not dependent upon uncertain or unsuitable sources along the route.

AM5-18.2 Feeding arrangements shall reflect activity duration and individual horse needs. Feeding decisions shall avoid both inadequate provision and unsuitable feeding immediately before or during work, taking account of the horse's normal management.

AM5-18.3 Breaks shall allow effective physical recovery. Rest shall be long and frequent enough to permit meaningful recovery rather than functioning only as a scheduling pause for visitors.

AM5-18.4 Tack or harness shall be removed or adjusted during longer rest periods where appropriate. Adjustment shall reduce unnecessary pressure, heat or restriction while ensuring that equipment remains secure and safe when work resumes.

AM5-18.5 Post-activity condition shall be monitored before subsequent work. Observed recovery, hydration, gait, behaviour and general condition shall influence whether the horse may undertake further work that day.

Indicators

- Horses receive water during work.
- Feeding supports workload.
- Rest periods are effective.
- Equipment does not unnecessarily remain fitted during rest.
- Recovery affects subsequent scheduling.

Verification and Non-Conformity Conditions

Verification includes schedules, water and feeding arrangements, and observation.

Minor non-conformity: Arises where arrangements are generally effective but individual planning deficiencies exist.

Major non-conformity: Arises where horses are knowingly deprived of adequate water, feed or recovery during demanding work.

Criterion AM5-19 – Veterinary, Farriery and Preventive Horse Care

Horses used in leisure and tourism shall receive professional healthcare appropriate to their workload and operating environment.

Compliance Requirements

AM5-19.1 Appropriate veterinary support shall be available. Arrangements shall enable timely advice or attendance appropriate to the location, activity risk, and reasonable availability of veterinary services.

AM5-19.2 Hoof care shall reflect terrain and workload. Farriery intervals, shoeing or trimming approach, and hoof protection shall be appropriate to surfaces, distance, and individual horse requirements.

AM5-19.3 Dental and preventive healthcare shall be maintained. Preventive programmes shall reflect individual need and applicable professional advice so that avoidable health problems do not become normalised within tourism work.

AM5-19.4 Injuries and lameness shall receive appropriate assessment. Assessment shall be timely and proportionate to severity, with affected horses removed from work where continued activity could aggravate the condition.

AM5-19.5 Recurring health problems shall trigger review of work, terrain, tack, or management. The review shall consider root causes and shall lead to appropriate changes before the horse resumes the same pattern of work.

Indicators

- Veterinary support is accessible.
- Hoof care reflects terrain.
- Preventive care is maintained.
- Injuries receive professional attention.
- Recurring problems affect operational decisions.

Verification and Non-Conformity Conditions

Verification includes veterinary, farriery, and health records.

Minor non-conformity: Arises where healthcare is generally effective but individual preventive records are incomplete.

Major non-conformity: Arises where necessary professional care is knowingly withheld to maintain tourism activity.

Criterion AM5-20 – Emergency Preparedness and Remote Activity Response

Emergency arrangements shall reflect the location, remoteness, route and foreseeable risks of leisure and tourism activities. Immediate response shall prioritise horse wellbeing and human safety, while significant incidents shall be appropriately escalated and, where they become publicly relevant, subsequently communicated in accordance with CML-18.

Compliance Requirements

AM5-20.1 Relevant horse and human emergency scenarios shall be identified. Scenarios shall reflect route remoteness, horse behaviour, visitor profile, weather, traffic, and other conditions capable of delaying or complicating response.

AM5-20.2 Communication capability shall be appropriate to the route. The chosen communication method shall be tested or otherwise demonstrated to remain reasonably effective in areas where normal mobile coverage may be limited.

AM5-20.3 Emergency access and evacuation limitations shall be understood. Planning shall identify practical access points, location information, evacuation options, and any circumstances in which external assistance may be delayed.

AM5-20.4 First-aid and veterinary escalation arrangements shall be available. Arrangements shall match foreseeable severity and remoteness and shall identify how professional human and equine assistance can be escalated when required.

AM5-20.5 Guides shall understand how to respond to falls, injuries, horse escape, lost riders, severe weather and other significant incidents, including appropriate escalation and the requirement to refer publicly relevant incidents to the organisation's communication controls under CML-18.

Indicators

- Route-specific emergency risks are understood.
- Communication systems are appropriate.
- Access constraints are known.
- Human and horse emergency support is established.
- Guides can demonstrate response knowledge.

Verification and Non-Conformity Conditions

Verification includes emergency arrangements, route-specific risk controls, communication equipment, first-aid and veterinary escalation arrangements, guide competence and relevant incident records. Where significant publicly relevant incidents have occurred, verification shall additionally confirm appropriate escalation to the communication controls established under CML-18.

Minor non-conformity: Arises where emergency controls are substantially effective but individual information or testing is incomplete.

Major non-conformity: Arises where foreseeable serious incidents lack reasonable response arrangements.

Criterion AM5-21 – Horse Transport Associated with Tourism Activities

Where horse transport forms part of leisure, visitor or tourism activity delivery, the organisation shall manage the activity-specific welfare risks associated with movement between facilities, routes or operating locations. This Criterion addresses transport incidental to AM5 activities and does not replace AM7 – Transport & Logistics where horse transport is a material, routine or separately certified activity.

Compliance Requirements

AM5-21.1 Horses shall be fit for the intended transport, with fitness considered in relation to current health, injury, fatigue, age and expected journey conditions.

AM5-21.2 Vehicles and transport arrangements shall be appropriate to the horses and journey, including relevant space, ventilation, flooring, partitions and safe operating condition.

AM5-21.3 Loading and unloading shall be undertaken by competent persons using responsible handling methods appropriate to horse behaviour and the facilities available.

AM5-21.4 Journey duration, environmental conditions, waiting time and recovery needs shall be considered so that transport does not create excessive cumulative demand before or after the activity.

AM5-21.5 Transport-related incidents, injuries or significant welfare concerns shall be reviewed and used to improve future arrangements. Where the organisation itself routinely or materially undertakes horse transport, the applicability of AM7 – Transport & Logistics shall be determined.

Indicators

- Fitness to travel is considered.
- Vehicles are appropriate.
- Handling is competent.
- Journey effects are managed.
- Incidents inform improvement.

Verification and Non-Conformity Conditions

Verification includes transport records, horse fitness information, vehicles where available, loading and unloading arrangements, journey planning, recovery considerations and transport-related incident records. Where horse transport is routinely or materially undertaken by the organisation, verification shall confirm that the applicability of AM7 – Transport & Logistics has been appropriately determined.

Minor non-conformity: Arises where transport is generally appropriate but individual documentation deficiencies exist.

Major non-conformity: Arises where an unfit horse is knowingly transported or transport practices create a significant avoidable welfare risk.

Criterion AM5-22 – Horse Management Outside Visitor Activities

Horses used in tourism shall receive living conditions that support normal horse wellbeing outside working periods.

Compliance Requirements

AM5-22.1 Horses shall receive appropriate rest outside work. Off-duty arrangements shall provide sufficient time and conditions for meaningful physical and behavioural recovery from tourism work.

AM5-22.2 Turnout and movement shall be provided according to individual needs. Provision shall reflect age, health, social needs, workload, and available facilities and shall not be reduced solely because visitor activities occupy the operating day.

AM5-22.3 Social contact shall be supported where appropriate. Management shall avoid unnecessary isolation and shall consider stable social compatibility and normal equine behaviour within the operating environment.

AM5-22.4 Accommodation and management shall not exist solely around visitor operating hours. Daily management shall address the horse as a living animal with continuous welfare needs rather than only as a resource during booked visitor activities.

AM5-22.5 Recovery days and non-working periods shall contribute to physical and behavioural wellbeing. The adequacy of non-working periods shall be reviewed against physical condition, behaviour, willingness to work, and recurring health or fatigue concerns.

Indicators

- Horses have meaningful off-duty periods.
- Movement and turnout are provided.
- Social needs are considered.
- Visitor schedules do not define the whole management system.
- Recovery is demonstrable.

Verification and Non-Conformity Conditions

Verification includes horse schedules, accommodation and observation.

Minor non-conformity: Arises where off-duty management is generally appropriate but individual planning or monitoring is incomplete.

Major non-conformity: Arises where horses are systematically denied appropriate recovery or normal behaviour because of commercial tourism use.

Criterion AM5-23 – Retirement and Reduction of Tourism Work

The organisation shall responsibly manage horses whose age, health or condition makes continued tourism work inappropriate.

Compliance Requirements

AM5-23.1 Ageing horses shall receive periodic suitability review. Review frequency shall reflect age, health, workload, and observed change, with increasing scrutiny where capacity or recovery begins to decline.

AM5-23.2 Workload shall be reduced where appropriate. Adjustments shall be made before the horse reaches a condition in which continued tourism use creates avoidable pain, fatigue, or behavioural compromise.

AM5-23.3 Retirement decisions shall prioritise horse welfare. Decisions shall consider quality of life and future care rather than delaying retirement solely because the horse remains commercially useful.

AM5-23.4 Retired horses shall continue to receive appropriate care or be responsibly rehomed. Future arrangements shall be documented or otherwise demonstrable and shall protect the horse from foreseeable neglect, inappropriate use, or loss of essential care.

AM5-23.5 Commercial replacement decisions shall not result in neglect or abandonment. The organisation shall consider the foreseeable welfare consequences of sale, transfer, retirement or rehoming when replacing horses within the tourism operation.

Indicators

- Older horses are reviewed.
- Workload adapts to condition.
- Retirement is welfare-led.
- Future care is provided.
- Horses are not treated as disposable assets.

Verification and Non-Conformity Conditions

Verification includes horse records, retirement arrangements and management interviews.

Minor non-conformity: Arises where retirement planning is generally responsible but individual documentation is incomplete.

Major non-conformity: Arises where horses are knowingly overworked, neglected or abandoned because they no longer generate tourism revenue.

Criterion AM5-24 – Environmental Impact of Routes and Activities

Tourism activities shall be planned and managed to minimise avoidable environmental degradation.

Compliance Requirements

AM5-24.1 Sensitive habitats, soils, watercourses and landscape features shall be identified where relevant. Identification shall use available site, route or competent-authority information and shall be proportionate to the scale and sensitivity of the activity.

AM5-24.2 Route use shall minimise erosion, compaction and vegetation damage. Controls shall reflect soil type, weather, horse numbers, route condition, and frequency of use so recurring activity does not progressively degrade the route.

AM5-24.3 Activity intensity shall be adjusted where environmental carrying capacity is exceeded. Where deterioration indicates that use is no longer sustainable, visitor numbers, route frequency, timing or route selection shall be adjusted accordingly.

AM5-24.4 Protected areas and applicable seasonal restrictions shall be respected. Operating plans shall incorporate relevant legal, landowner, or conservation restrictions before activities are scheduled or promoted to visitors.

AM5-24.5 Environmental deterioration shall trigger route-management or restoration action. Corrective action shall be proportionate to the impact and may include rest, repair, rerouting, reduced use or other restoration measures.

Indicators

- Sensitive environments are known.
- Route impacts are controlled.
- Use intensity is managed.
- Restrictions are respected.
- Degradation results in action.

Verification and Non-Conformity Conditions

Verification includes route inspection, environmental assessments, permissions and corrective actions.

Minor non-conformity: Arises where environmental impacts are generally controlled but individual monitoring is incomplete.

Major non-conformity: Arises where tourism activities knowingly cause significant avoidable or unlawful habitat, soil or water damage.

Criterion AM5-25 – Biodiversity and Wildlife Disturbance

Equestrian leisure and tourism activities shall avoid unnecessary disturbance to wildlife and support biodiversity where reasonably practicable.

Compliance Requirements

AM5-25.1 Significant biodiversity features shall be identified. The organisation shall use available ecological, landowner, or competent-authority information to recognise features requiring specific protection or operating controls.

AM5-25.2 Sensitive periods such as breeding or nesting seasons shall be considered where material. Activities shall be scheduled or modified where necessary to avoid material disturbance during periods of heightened wildlife sensitivity.

AM5-25.3 Visitors shall be instructed not to disturb wildlife. Instructions shall be practical and specific enough to influence visitor behaviour in areas where wildlife encounters or sensitive habitats are reasonably foreseeable.

AM5-25.4 Route design and maintenance shall avoid unnecessary habitat fragmentation. Planning shall favour existing routes and appropriate maintenance practices where these reduce avoidable disturbance, erosion or fragmentation of habitat.

AM5-25.5 Opportunities for biodiversity enhancement or education shall be considered. Opportunities shall be proportionate to the organisation's influence and may include habitat support, visitor education, partnerships or responsible route management.

Indicators

- Biodiversity risks are understood.
- Sensitive periods influence operations.
- Visitors receive guidance.
- Habitat impacts are minimised.
- Positive opportunities are identified.

Verification and Non-Conformity Conditions

Verification includes environmental information, visitor guidance and route management.

Minor non-conformity: Arises where biodiversity controls are generally effective but individual awareness or monitoring is incomplete.

Major non-conformity: Arises where significant protected wildlife or habitats are knowingly disturbed in breach of applicable requirements.

Criterion AM5-26 – Local Communities, Culture and Equestrian Heritage

Tourism activities shall respect local communities, cultural values and legitimate equestrian traditions and shall seek to generate positive local value where reasonably practicable.

Compliance Requirements

AM5-26.1 Material community impacts arising from tourism activities shall be identified. Assessment shall consider noise, traffic, access, shared spaces, manure, visitor conduct and other effects capable of materially affecting neighbouring communities.

AM5-26.2 Local culture and equestrian heritage shall be represented accurately and respectfully. Interpretation and promotional material shall avoid misleading, stereotypical or disrespectful representation and shall distinguish heritage from practices inconsistent with current welfare expectations.

AM5-26.3 Local suppliers, guides, services or community partnerships shall be considered where appropriate. Decisions shall consider opportunities to retain reasonable economic value within the destination without compromising quality, competence, welfare or environmental performance.

AM5-26.4 Complaints concerning noise, traffic, access, manure or visitor behaviour shall be evaluated. Complaints shall be reviewed for recurring causes and shall result in proportionate communication, scheduling, route, visitor or operational controls where needed.

AM5-26.5 Tradition shall not justify practices incompatible with horse wellbeing or applicable requirements. The organisation shall distinguish legitimate cultural value from practices that create avoidable suffering, unlawful conduct or significant unmanaged risk.

Indicators

- Community impacts are understood.
- Heritage communication is accurate.
- Local economic opportunities are considered.
- Complaints influence management.
- Welfare prevails over harmful tradition.

Verification and Non-Conformity Conditions

Verification includes community engagement, purchasing, visitor materials and complaint records.

Minor non-conformity: Arises where community responsibilities are generally managed but isolated communication deficiencies exist.

Major non-conformity: Arises where significant community harm or horse-welfare compromise is knowingly justified through tourism custom or tradition.

Criterion AM5-27 – Responsible Visitor Behaviour and Environmental Awareness

Visitors shall be encouraged to minimise their environmental and social impacts while participating in equestrian leisure and tourism.

Compliance Requirements

AM5-27.1 Visitors shall receive guidance relevant to waste, litter, and environmental conduct. Guidance shall be provided before or during participation in a form appropriate to the activity and shall identify behaviour expected in the operating environment.

AM5-27.2 Access rules and landowner conditions shall be communicated. Visitors shall receive sufficient information to understand where access is permitted, restricted, or conditional and the consequences of disregarding those conditions.

AM5-27.3 Visitors shall be instructed and, where necessary, required to respect other trail users, local communities, landowners, and livestock. The organisation shall reinforce these expectations through guide control, briefing, or other proportionate measures where non-compliance could create material conflict or risk.

AM5-27.4 Relevant Leave No Trace or equivalent responsible-use principles shall be promoted where appropriate. Where used, such principles shall be adapted to the actual route, habitat, community, and visitor activity rather than presented only as generic environmental messaging.

AM5-27.5 Recurring visitor-related impacts shall result in stronger controls or communication. Recurring impacts shall be analysed to determine whether briefing, signage, supervision, route choice, group size, or enforcement should be strengthened.

Indicators

- Responsible behaviour is communicated.
- Land-access rules are understood.
- Shared-use respect is promoted.
- Environmental principles are visible.
- Recurring problems trigger action.

Verification and Non-Conformity Conditions

Verification includes visitor briefings, signage, websites, complaints, and route observations.

Minor non-conformity: Arises where visitor guidance exists but individual environmental or conduct messages are incomplete.

Major non-conformity: Arises where serious visitor impacts are knowingly tolerated or promoted.

Criterion AM5-28 – Energy, Greenhouse Gas Emissions and Visitor Mobility

Material energy and greenhouse gas impacts arising from tourism activities shall be measured and managed, including significant visitor and horse transport where appropriate.

Compliance Requirements

AM5-28.1 Material energy and fuel uses shall be identified. Identification shall cover the energy sources and fuels that materially contribute to the activity, including temporary or transport-related use where relevant.

AM5-28.2 Relevant consumption shall be measured or reliably determined. Records, invoices, meters, or documented estimates shall be sufficiently reliable and traceable to support year-on-year analysis and applicable benchmarking.

AM5-28.3 Significant horse, staff, and visitor transport impacts shall be evaluated where materially relevant. Evaluation shall distinguish directly controlled activity from material visitor or third-party mobility where different data quality, influence, or calculation boundaries apply.

AM5-28.4 Lower-impact transport and scheduling opportunities shall be considered. Options shall be considered based on operational feasibility, visitor access, horse welfare, and total impact, rather than on shifting emissions or costs without net benefit.

AM5-28.5 Relevant emissions shall contribute to applicable benchmarking performance reporting. Underlying activity data, boundaries, and assumptions shall remain traceable so reported emissions and trends can be reproduced and independently verified.

Indicators

- Energy sources are known.
- Quantitative consumption data exist.
- Mobility impacts are considered.
- Reduction opportunities are evaluated.
- GHG data link to benchmarking reports.

Verification and Non-Conformity Conditions

Verification includes energy, transport, and benchmarking data.

Minor non-conformity: Arises where performance is substantially measured, but individual sources or calculations are incomplete.

Major non-conformity: Arises where material environmental performance is deliberately misrepresented.

Criterion AM5-29 – Water, Wastewater and Resource Efficiency

Water use associated with tourism and horse activities shall be responsibly managed without compromising horse welfare, hygiene, or visitor needs.

Compliance Requirements

AM5-29.1 Material water uses shall be identified. Identification shall cover horse drinking, washing, visitor use, sanitation, cleaning, route support, and other significant uses, as applicable to the activity provided.

AM5-29.2 Consumption shall be measured or reliably determined. Source data and estimates shall be sufficiently reliable and consistent to identify trends, abnormal use, and opportunities for improved efficiency.

AM5-29.3 Water-efficiency measures shall protect essential horse requirements. Efficiency actions shall not restrict drinking water, cooling, hygiene, or other essential welfare and safety requirements necessary for horses and visitors.

AM5-29.4 Wastewater and contaminated runoff shall be appropriately controlled. Controls shall reflect local drainage, discharge, and environmental conditions and shall prevent avoidable pollution of soil, groundwater, or surface water.

AM5-29.5 Abnormal consumption and pollution incidents shall result in action. Investigation shall identify likely causes and shall result in maintenance, operational correction, or pollution response proportionate to the significance of the issue.

Indicators

- Water uses are understood.
- Quantitative information is available.
- Horse needs are protected.
- Pollution pathways are controlled.
- Abnormal trends are investigated.

Verification and Non-Conformity Conditions

Verification includes water records, facilities, route support infrastructure, and benchmarking information.

Minor non-conformity: Arises where controls are generally effective but isolated monitoring gaps exist.

Major non-conformity: Arises where material pollution or horse-water provision is knowingly inadequately controlled.

Criterion AM5-30 – Waste, Manure and Circular Resource Management

Waste and manure generated by visitor and horse activities shall be responsibly managed.

Compliance Requirements

AM5-30.1 Material waste streams shall be identified, and quantities of significant streams shall be measured or reliably estimated where reasonably practicable. Data shall distinguish significant waste types where this improves management and shall use consistent measurement or estimation methods to support benchmarking reporting.

AM5-30.2 Manure and bedding shall be appropriately collected and managed where under organisational control. Storage, collection and treatment shall prevent nuisance, pollution, access problems or horse-welfare risks and shall use appropriate authorised routes where required.

AM5-30.3 Visitor waste shall be prevented and appropriately segregated. Visitor-facing controls shall support prevention, collection, and correct segregation and shall remain adequate during peak activity or remote route use.

AM5-30.4 Reuse, recycling and recovery opportunities shall be evaluated. Options shall be prioritised according to the waste hierarchy and practical environmental benefit rather than relying on disposal as the default management route.

AM5-30.5 Waste associated with routes and outdoor activities shall be prevented from creating environmental or safety hazards. Controls shall extend to temporary stopping points, trails, and outdoor areas used by the activity where organisational influence can reasonably prevent or remove waste.

Indicators

- Waste streams are understood.
- Manure is responsibly managed.
- Visitor waste controls exist.
- Circular options are considered.
- Routes remain free of material waste hazards.

Verification and Non-Conformity Conditions

Verification includes waste areas, route inspection, records, and benchmarking data.

Minor non-conformity: Arises where waste is generally controlled, but individual segregation or monitoring deficiencies exist.

Major non-conformity: Arises where waste or manure creates a significant uncontrolled environmental, safety, or horse-welfare risk.

Criterion AM5-31 – Environmentally Harmful Substances

Chemicals, fuels, veterinary products, and other potentially harmful substances associated with leisure and tourism operations shall be controlled.

Compliance Requirements

AM5-31.1 Material harmful substances shall be identified. Identification shall include substances used, stored, transported, or carried in connection with horses, vehicles, maintenance, cleaning, or visitor operations.

AM5-31.2 Storage and use shall reflect associated risk. Controls shall reflect quantity, hazard, access, containment, compatibility, and the consequences of release to horses, people, soil, water, or sensitive habitats.

AM5-31.3 Spill-response arrangements shall be maintained. Personnel shall know how to contain and report foreseeable spills, and appropriate response materials shall be available where the risk justifies them.

AM5-31.4 Harmful substances shall not contaminate trails, grazing, water, or horse-accessible areas. Storage and use practices shall protect feed, drinking water, grazing, routes, and other areas where horses or visitors could reasonably be exposed.

AM5-31.5 Safer alternatives shall be considered where practicable. Substitution decisions shall consider effectiveness, safety, horse welfare, and environmental risk and shall be reviewed when products or operating conditions change.

Indicators

- Relevant substances are known.
- Storage is controlled.
- Spill response exists.
- Sensitive areas are protected.
- Substitution is considered.

Verification and Non-Conformity Conditions

Verification includes storage, inventories, use practices, and incident records.

Minor non-conformity: Arises where controls are substantially effective but isolated documentation or storage issues exist.

Major non-conformity: Arises when harmful substances pose significant, uncontrolled risk to horses, humans, or the environment.

Criterion AM5-32 – Workforce, Guides and Seasonal Employment

Employees, guides, contractors, and seasonal workers shall be managed responsibly and provided with working conditions appropriate to their responsibilities.

Compliance Requirements

AM5-32.1 Employment arrangements shall comply with applicable requirements. Contracts and working arrangements shall reflect applicable employment, occupational safety, working-time, and other mandatory requirements relevant to the role.

AM5-32.2 Seasonal staffing shall not result in materially reduced competence or supervision. Induction, supervision and competence controls shall remain equivalent to the level of risk even where personnel are temporary, seasonal or externally contracted.

AM5-32.3 Working hours shall support safe performance. Schedules shall consider fatigue, breaks, travel, weather, and the physical demands of horse and visitor management so competence is maintained in practice.

AM5-32.4 Personnel shall be able to raise horse-welfare, visitor-safety, or environmental concerns. Reporting routes shall be accessible without inappropriate retaliation, and concerns shall be reviewed by persons with authority to take effective action.

AM5-32.5 Significant staffing or retention problems shall be considered in operational capacity planning. Management shall assess whether staffing instability is reducing supervision, competence, continuity, horse care, or emergency capability and shall adjust capacity accordingly.

Indicators

- Workforce arrangements are lawful.
- Seasonal competence is controlled.
- Fatigue risk is considered.
- Concerns can be raised.
- Staffing capacity influences planning.

Verification and Non-Conformity Conditions

Verification includes employment records, schedules, training, and interviews.

Minor non-conformity: Arises where workforce arrangements are generally responsible, but isolated administrative deficiencies exist.

Major non-conformity: Arises where systemic staffing or employment failures create significant horse or visitor risk.

Criterion AM5-33 – Economic Responsibility and Destination Resilience

Tourism activities shall be managed economically so that commercial pressures do not compromise horse wellbeing, visitor safety, environmental protection, or long-term destination quality.

Compliance Requirements

AM5-33.1 Material operating costs and dependencies shall be understood. Understanding shall include the resources and cost pressures necessary to maintain horse care, staffing, routes, safety, and environmental controls over the planning period.

AM5-33.2 Pricing and scheduling shall not incentivize excessive horse utilization. Commercial arrangements shall remain compatible with safe horse workload, sufficient recovery, and the ability to modify or cancel activities when welfare requires it.

AM5-33.3 Appropriate resources shall be maintained for horse care, guides, route maintenance, and safety. Resources shall be protected during demand fluctuations so essential welfare, maintenance, and safety functions are not deferred solely for financial reasons.

AM5-33.4 Local economic contribution and destination value shall be considered where relevant.

Where relevant, planning shall consider opportunities to support local employment, suppliers, heritage, and community value without creating dependency or unmanaged impacts.

AM5-33.5 Demand, costs, environmental capacity, and horse availability shall inform future planning. Forecasting shall balance expected demand with horse capacity, route conditions, staffing, environmental constraints, and financial resilience before expansion or scheduling decisions are made.

Indicators

- Economic dependencies are understood.
- Horse welfare is protected from commercial pressure.
- Essential operational resources are maintained.
- Local economic contribution is considered.
- Capacity planning reflects demand and environmental limits.

Verification and Non-Conformity Conditions

Verification includes schedules, horse utilisation, staffing, route maintenance, and management planning.

Minor non-conformity: Arises where economic management is generally responsible, but individual planning evidence is incomplete.

Major non-conformity: Arises where commercial decisions knowingly result in significant horse-welfare, visitor-safety, or environmental compromise.

Criterion AM5-34 – Performance Measurement and Benchmarking

The organisation shall measure material leisure and tourism performance using reliable quantitative and qualitative information.

Compliance Requirements

AM5-34.1 Relevant tourism and activity indicators shall be identified. Indicators shall reflect the scale and nature of the activity and shall support evaluation of service delivery, horse utilization, welfare, safety, and environmental performance.

AM5-34.2 Quantitative information shall include suitable measures such as visitor numbers, riding hours, horse-use hours, route use, or equivalent operational indicators. Measures shall use consistent definitions and reporting periods so results can be compared over time and normalized through the applicable benchmarking methodology.

AM5-34.3 Horse-welfare and visitor-safety performance shall be measured where material. Selected measures shall be sensitive enough to identify significant deterioration, recurring incidents, or changes in workload and operating conditions.

AM5-34.4 Resource and environmental indicators shall link to applicable benchmarking reporting requirements. Performance data shall be traceable to reliable source information, and material estimates, conversions, normalisation methods, and assumptions shall be identifiable and reproducible where applicable.

AM5-34.5 Trends and abnormal results shall be evaluated. Evaluation shall distinguish normal operational variation from material deterioration and shall prompt management action when trends indicate emerging risk or inefficiency.

Indicators

- Activity data are quantitative.
- Horse utilisation is understood.
- Safety and welfare indicators are included.
- Benchmarking section receives relevant information.
- Trends influence decisions.

Verification and Non-Conformity Conditions

Verification includes booking records, horse-use data, incidents, resource information, and benchmarking data.

Minor non-conformity: Arises where performance is substantially measured, but individual indicators or analysis are incomplete.

Major non-conformity: Arises where material performance information is systematically absent, materially unreliable, or deliberately misrepresented.

Criterion AM5-35 – Corrective Action and Continual Improvement

The organisation shall use evidence on horse welfare, visitors, routes, the environment, and operations to correct deficiencies and improve activities.

Compliance Requirements

AM5-35.1 Significant incidents, complaints, welfare concerns, and environmental impacts shall be recorded. Records shall contain enough information to understand the event, significance, immediate response, and any further investigation or follow-up required.

AM5-35.2 Immediate action shall be taken where necessary to control risk. Protective action shall take priority over the completion of the activity and shall remain in place until the immediate risk to horses, humans, or the environment is controlled.

AM5-35.3 Recurring or significant issues shall receive cause analysis. Analysis shall consider underlying operational, competence, equipment, workload, route, environmental, or management factors rather than only the immediate event.

AM5-35.4 Corrective actions shall have responsibilities and target dates. Actions shall be assigned to persons with appropriate authority and resources, and progress shall remain traceable until completion.

AM5-35.5 Effectiveness shall be evaluated. Verification shall confirm that the action addressed the underlying problem, and recurring or ineffective actions shall trigger further review.

Indicators

- Significant problems are recorded.
- Immediate risk is controlled.
- Recurring issues are investigated.
- Actions are assigned.
- Effectiveness is verified.

Verification and Non-Conformity Conditions

Verification includes incidents, complaints, route inspections, welfare concerns, and corrective actions.

Minor non-conformity: Arises where corrective action is generally effective but individual analysis or follow-up is incomplete.

Major non-conformity: Arises where significant recurring horse-welfare, visitor-safety, or environmental deficiencies remain knowingly unresolved.

Criterion AM5-36 – Horse-Drawn Carriage and Working Equine Tourism

Where horses are used to pull carriages, wagons, or similar vehicles as part of tourism or leisure activities, the organisation shall ensure that the activity is legally compliant and managed to protect the wellbeing of horses and public safety. Horse fitness, workload, load, environmental conditions, equipment, and recovery shall be controlled according to the nature and conditions of the activity. Commercial demand, schedules, or traditional practice shall not override horse well-being.

Compliance Requirements

AM5-36.1 The organisation shall identify and comply with applicable legal, licensing, animal-welfare, traffic, route, and operating requirements relevant to horse-drawn activities. Relevant permissions and limits shall be current, accessible to responsible personnel, and incorporated into route, scheduling, and operating arrangements.

AM5-36.2 The organisation shall establish appropriate operating limits considering horse fitness, working duration, journey frequency and distance, carriage and passenger load, route conditions and cumulative workload. Limits shall be documented, applied consistently, and reviewed where horse condition, route, equipment, climate, or operating experience indicates that adjustment is necessary.

AM5-36.3 Horses shall have appropriate access to drinking water, rest and recovery, with operating conditions monitored for heat, weather and other environmental factors capable of affecting horse wellbeing. Water, rest,

and recovery arrangements shall be planned before operation and shall be adjusted where conditions increase foreseeable heat, fatigue, or dehydration risk.

AM5-36.4 Carriages, harnesses and associated equipment shall be suitable, correctly fitted, maintained and safe, and routes and operating areas shall be assessed for material horse and public-safety risks. Safety-critical defects or unsuitable route conditions shall result in withdrawal, repair, rerouting, or suspension before the activity continues.

AM5-36.5 Horses shall be monitored for fitness and condition. Horses showing significant pain, injury, lameness, exhaustion, heat stress, or other evidence of compromised wellbeing shall be withdrawn from work and appropriately assessed.

Indicators

- Working hours, journeys and/or kilometers per horse per operating day.
- Work-to-rest performance against established operating limits.
- Carriage and passenger load against established limits.
- Number of horse-welfare withdrawals, injuries, or veterinary interventions.
- Number of activities modified, suspended, or canceled due to horse-welfare or environmental conditions.

Verification and Non-Conformity Conditions

Verification shall consider applicable permissions, horse and veterinary records, workload and journey data, operating limits, environmental controls, equipment records, incidents, and direct observation where applicable. Evidence shall demonstrate that controls are implemented in practice and that cumulative workload is considered.

Minor Non-Conformity: Isolated deficiencies in records, monitoring, or implementation where the overall system remains effective and no significant horse-welfare or safety risk is identified.

Major Non-Conformity: Failure to comply with material legal requirements, use of an unfit horse, excessive workload or load, unsafe equipment, inadequate essential rest or water, or continued operation under conditions presenting significant foreseeable horse-welfare or safety risk.

Criterion AM5-37 – Communication, Visitor Information and Responsible Claims

Information concerning leisure and equestrian activities, horse wellbeing, visitor safety, destination responsibility and sustainability performance shall be accurate, responsible and supported by evidence. Where significant incidents become publicly relevant, communication shall be factual, appropriately verified and managed in accordance with CML-18.

Compliance Requirements

AM5-37.1 Activity descriptions shall accurately represent duration, difficulty, participant competence requirements, operating conditions and material limitations relevant to responsible participation.

AM5-37.2 Horse-wellbeing, visitor-safety, environmental, cultural and destination information shall reflect actual operating practice and shall be accurate, respectful and supportable.

AM5-37.3 Sustainability and quantitative performance claims shall correspond with verified operational evidence and applicable benchmarking information and shall not present aspirations or unverified outcomes as demonstrated performance.

AM5-37.4 Visitor reviews, complaints and feedback shall be evaluated where they indicate material service, welfare, safety or environmental concerns, and significant recurring concerns shall result in appropriate review or corrective action.

AM5-37.5 Significant incidents involving horses, visitors, guides or other persons that become publicly relevant shall be communicated in accordance with CML-18 using appropriately verified information. Materially inaccurate or unsupported information shall be corrected without undue delay, while information concerning injured persons shall respect privacy, consent and confidentiality.

Indicators

- Activities and material participation conditions are accurately described.
- Horse-welfare, safety and destination information is supportable.
- Sustainability and performance claims are evidence-based.
- Visitor feedback and complaints influence management.

- Significant incident information is verified and misleading information corrected.

Verification and Non-Conformity Conditions

Verification includes websites, booking platforms, social media, promotional materials, visitor information, activity descriptions, complaints, reviews and applicable benchmarking evidence. Where significant publicly relevant incidents have occurred, verification shall additionally include authorised communications, veterinary or other competent verification where relevant, subsequent factual updates and evidence that privacy, consent and confidentiality concerning affected persons were appropriately maintained.

Minor non-conformity: Arises where communication is substantially accurate and responsible but isolated information is outdated, imprecise, incompletely supported or an incident-related update is incomplete without creating a materially misleading representation.

Major non-conformity: Arises where material horse-wellbeing, visitor-safety, activity, environmental, sustainability or incident information is deliberately false, materially misleading or knowingly unsupported, or where verified information concerning a significant incident is deliberately misrepresented.