



British Equestrian Federation Press Release

For immediate release : 3 August 2006

THE LONDON 2012 CHALLENGE: CREATING A LASTING LEGACY FOR EQUESTRIAN SPORTS

An advisory group has been created, headed by Barbara Cassani, to look into how a lasting legacy can be left for equestrian sports by the London 2012 Olympic Games and Paralympic Games.

Greenwich Park will be the magnificent venue for equestrian sports in 2012 – easily accessible by athletes, the public and the media – and will cost less than previous Olympic equestrian venues. Holding a memorable and successful event brings the powerful legacy of a stronger place for equestrian sport within the Olympic Games ‘family’. However it is also important to capitalise on this by leaving a more substantial, physical legacy in terms of facilities and general interest in equestrian sports.

The Legacy for London Advisory Group is conducting a preliminary assessment, focussing on options that would result in significantly more equestrian related activity in London than is currently the case. The group’s members have been drawn from across the equestrian community – especially those involved in the Olympic disciplines. Their remit is to report to the BEF Board by the end of 2006 with recommendations for action.

“Once the advisory group has reported back, the BEF will build on their work during 2007 to produce a plan that will benefit equestrianism not only in London but across the country. This will encompass grass roots activities and facilities, as well as competitive sport. The proposals will be widely publicised early next year so as to give people the chance to have their say.” says BEF Chairman Hugh Thomas.

For further information please contact:
Anna Greenway, Communications & Marketing Manager
British Equestrian Federation,
Stoneleigh Park,
Kenilworth,
Warwickshire, CV8 2RH
Email: info@bef.co.uk
Tel: 02476 698877



ENDS

Legacy for London – Questions & Answers

Q. when was the Group formed?

A. BEF Chairman Hugh Thomas and Chief Executive Andrew Finding approached Barbara Cassani in Spring of 2006 to lead an advisory group to look at the London 2012 legacy possibilities.

Q. why are you only announcing it now?

A. The BEF sees creating the Advisory Group as the first step and wanted the group to be able to explore possible legacies without putting any of the potential partners under undue pressure. We are announcing the work of the group in response to recent interest in the legacy from staging the London 2012 Games. The group is now starting to look at the various options and we want to encourage people to contribute their ideas.

Q. what has it achieved so far?

A. The group has held one meeting and agreed to follow up a number of possible suggestions. Work will continue throughout the autumn period and will report by the end of this year.

Q. Why was Barbara Cassani selected to Chair the group?

A. Barbara was the founder of the London 2012 Olympic bid and served as its Chairman and Vice Chairman until the bid was successful in July 2005, thus she has a deep understanding of the players and goals of the 2012 Games. Barbara is also a recognised business leader and lives in London herself. She owns event horses, ridden by Nick Turner, and rides herself. She is keen to make a personal contribution to increase the presence of the horse in London

Q. How is the BEF ensuring that the widest range of views are reflected in this group?

A. The London 2012 advisory group's recommendations will initially be considered by the BEF Board and published for public consultation in 2007 but anyone wishing to comment at this stage may do so by sending comment to info@bef.co.uk

Q. Who is paying for the group's work?

A. All of the advisory group members are volunteering their time on this project.

Q. Who is on the advisory group and how were they selected?

A. In consultation with the BEF, Chairman, Barbara Cassani, selected the members who all have a similar passion for increasing equestrian activities in London and who have special experience to offer. Members of the group are: Tim Hadaway, BEF, Mike Etherington-Smith, well-known in the world of eventing, Tim Stockdale, professional show jumper, Julian Marczak, Chairman British Riding Schools, Desi Dillingham, Chairman, British Dressage and Tom Attwood, City businessman and event horse owner.

Q. What kind of things is the group considering?

A. It is looking at the possibilities for more equestrianism in London as well as the immediate practical benefits of using the equipment and facilities after the Games are over. The group will also consider the more intangible things such as raising the profile of equestrian activities and encouraging more people to take part.

Q. You say the possibilities for more equestrianism in London what does that mean?

A. The Group has just been formed and so it is too early to say what the options are.

Q. Why do they seem to be focussing on London? What about the rest of Britain?

A. The remit of this group is to look at the legacy for horse sports in London. However, the legacy issue stretches beyond London and the nationwide legacy issue will be considered alongside the Group's work as has been set out in the BEFs Facilities Strategy. See www.bef.co.uk

Q. Will there be money available for developing equestrian facilities?

A. The remit of the group is to look at options and the financial evaluation of the options will be fully addressed next year.

Q. Who will pay for putting these ideas into action?

A. see above

Q. I have some ideas about leaving a legacy for equestrian sports – how can I put them forward?

A. We welcome comments and suggestions which should be sent to info@bef.co.uk

Q. Will there be a permanent arena and cross country course at Greenwich after the London 2012 Olympics and Paralympics?

A. No, the equestrian facilities at Greenwich will be temporary, but the equipment will be re-used wherever possible.

Q. when will we see the proposals and will there be consultation on them

A. we envisage being able to share the results of the Group's work early next year when we will be inviting views and comments. In the meantime any suggestions can be sent to info@bef.co.uk