



# The Equestrian World Class Programme

## Countdown to the Games: 498

### Test Event dates announced

The London 2012 organising committee have announced their testing programme which forms part of their preparations for the Olympic Games next year.

The equestrian test event will take place at Greenwich Park, 4th - 6th July 2011.

The programme takes place through a series of international events which focus primarily on testing the field of play, results, scoring and timing systems, as well as key operational procedures and functions.

Seb Coe, Chair of LOCOG, said: 'Our approach to operational delivery is similar to that of an athlete. You do not want to face any conditions at competition time that you have not prepared for. When the world's greatest Olympic and Paralympic athletes come to London in the summer of 2012, every aspect of our delivery needs to be the best it can be. The invaluable experience we gain through our testing programme means we can "road-test" all our operational plans and make sure we have all the knowledge we need to deliver a truly memorable Games in 2012.'

The British Equestrian Federation is already working closely with British Dressage, British Eventing, British Showjumping and LOCOG to develop a strategy to best utilise the ticket allocation given to the equestrian sports. As soon as this has been decided, full details on ticket allocation will be issued.



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### Register for your Olympic tickets now!

Tickets for the London 2012 Olympic Games are now on sale around the world. In the UK and within the EU, people can apply for tickets between 15 March and 26 April 2011. 6.6 million tickets will be on sale to the public from 15 March.

UK and EU residents can apply via [www.tickets.london2012.com](http://www.tickets.london2012.com) at any time during the 42-day application period. It is not a first come, first served system and there is no advantage to applying earlier in the process.

From 15 March, ticket and accommodation packages will also go on sale in the UK through Thomas Cook branches and on their website [www.thomascooklondon2012.com](http://www.thomascooklondon2012.com).

The London Organising Committee of the Olympic Games and Paralympic Games published its sport schedule earlier this year, with 645 separate sessions currently planned across 26 Olympic sports. The sport takes place against the backdrop of iconic London with venues such as Horse Guards Parade (Beach Volleyball), Wembley Stadium (Football), Greenwich Park (Equestrian and Modern Pentathlon) and Lord's Cricket Ground (Archery), as well as the new venues currently under construction at the Olympic Park in east London.



## World Class Supplier Profile: Dodson & Horrell

Claude Horrell and Wynn Dodson founded Dodson & Horrell back in 1939 and to this day; it is still a family run business. Dodson & Horrell is based in Northamptonshire and run by John and Richard Horrell, sons of the co-founder Claude Horrell. In 1985, Dodson & Horrell was granted A Royal Warrant of Appointment as Horse Feed Manufacturers to Her Majesty Queen Elizabeth II and then in 2006, a Royal Warrant was also granted to Chudleys, making the company Horse and Dog Food Manufacturers By Appointment to Her Majesty Queen Elizabeth II.

Back in May 2005, having outgrown its original milling facility at Ringstead, the Dodson & Horrell head office was relocated to Islip where a purpose built distribution centre and brand new IT infrastructure was also commissioned. This allows Dodson & Horrell to export its vast range to forty different countries worldwide as well as distribute high quality feed all over the United Kingdom.

The Dodson & Horrell food range does not only cover the manufacture and supply of horse food, but it also covers traditional livestock and poultry feeds, including food for chickens, turkeys, beef cattle, goats, pigs, sheep, dairy cows, ducks, rabbits and game. The company also distributes seeds and grains to provide the best nutrition for cage, aviary and wild birds. Dodson & Horrell is also the umbrella for the Chudleys brand, which is range that incorporates complete dry diets for pet and working dogs, as well as cats, ferrets and rabbits.

Dodson & Horrell Ltd is perhaps best known for its dedication to quality nutrition and commitment to manufacturing horse food to provide your horse with a correct and balanced diet. But beyond this, we also support a number of the country's leading equestrians such as Piggy French, Richard Davison and Ellen Whitaker as well as being the official supplier of nutrition to the British Equestrian Team.

Our three-year deal with The British Equestrian Federation includes the supply of horse feed to the teams where required, co-ordination of the logistics for transporting and locating feed for Team GBR and provision of impartial advice on equine nutrition for performance. At the recent World Equestrian Games (WEG), Dodson & Horrell worked closely with Sarah Armstrong from the BEF for over a month to ensure that the feed container arrived in Cincinnati in good time for the Games.

The feed container was packed here at Dodson & Horrell and over 265 bags of feeds were loaded onto the container and over 170 of these were Dodson & Horrell feeds. Each pallet of feed was packed by discipline and each bag marked up with the name of the horse that it was destined for.

The advice and support from the Dodson & Horrell Nutrition Department also extends to the riders involved with the World Class Development Programme, so that we can help in playing a key role in advising developing riders as they progress through their equestrian careers, especially with London 2012 just around the corner.

The Dodson & Horrell competition range has been formulated using the international research to ensure that your horses get all the nutrients they need for optimum performance, whether they need slow release energy for disciplines such as eventing, endurance, driving and dressage or fast release energy for disciplines such as show jumping and polo. All of the Dodson & Horrell competition feeds contain uniquely cooked cereals, providing your horse with an available source of glucose to be converted to glycogen by energy metabolism and glycogen is the molecule stored in your horse's muscles which enables him to work to his best potential.

## Duchess forgets her Polos!

Para-Equestrian Dressage World Class Performance athletes and team staff were thrilled to welcome BEF patron, HRH the Duchess of Cornwall, to their squad training session at the Unicorn Trust, near Stow-on-the-Wold, Gloucestershire on Friday 25th February.

The Duchess watched a ridden training session with athletes Deb Criddle and Sophie Wells who put their horses through their paces under the watchful eye of national coach Michel Assouline. This was followed by a walk through the stables to meet the rest of the equine stars and the team support staff whose talents help to keep each combination in tip top condition.

Obviously at ease she greeted each horse, asking knowledgeable questions on breeding and performance as she went. But she was forced to admit her pockets were empty when one of the horses, Felicity Coulthard's Rofelaar, went looking for a treat. "I usually always come equipped with mints but not today; empty pockets see, I've left my Polos behind!" She said.

Camilla went on to meet riders and team staff of the World Class Para-Equestrian Performance Dressage Squad as well as representatives from the Unicorn Trust, The British Equestrian Federation and British Dressage. She chatted at length, quizzing the riders on their preparations for the upcoming European Championships, September 2011 and next year's Paralympic Games.

CEO of the British Equestrian Federation, Andrew Finding commented; "It is always an honour to host our patron but it is particularly important in these circumstances for our athletes and support staff to see just how much they're valued. The Duchess of Cornwall has certainly illustrated that with the interest and support she has shown here today."



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## World Class welcome Land Rover to Stoneleigh Park

This month saw Land Rover Discovery 4s delivered to the BEF offices at Stoneleigh Park, as part of Land Rover's official vehicle supplier agreement with Equestrian Team GBR and the World Class Programme.

The Land Rover's come to the Park for use across all Team GBR disciplines and for key staff on the World Class Programme and follows their use at the Alltech World Equestrian Games in Kentucky last year.



### How to follow Team GBR:

To keep up-to-date on all the latest news from the teams, you can also sign up now, for free, to [Team GBR Ontrack](#)



The World Class Programme incorporates the three Olympic sports of dressage, eventing, show jumping and the Paralympic sport of para-equestrian dressage. It comprises the Performance and Development programmes plus the Equine Pathway.

The aim of the Programme is to have in place a sustainable system that can deliver more medals on the international stage now and in the future. The Programme has been funded by the Department for Culture, Media and Sport, through Exchequer and National Lottery funds, via UK Sport since 1998.



[www.bef.co.uk](http://www.bef.co.uk)

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