



# Lead Body for British Performance Sport Horses and Ponies “PSHP”

Progress Meeting  
16 November 2007



# Timetable

“A brighter Future for British breeding”

- 10.30am - coffee, welcome and start
- 10.45am - update presentation
- 11.15am - feedback and discussion
- 12.30pm - lunch

# How we got here

- BHIC Strategy – Aim 8 Action 45
- Responsibility - The logo for the British Equestrian Federation, featuring a stylized horse head in profile on the left and the text 'BRITISH EQUESTRIAN FEDERATION' in white on a red background on the right.
- Inaugural meeting March 2006
- Startup meeting Jan 2007
- Steering Group met monthly since
- Reported back to industry June 2007
- Pleased to report back on progress again today

# Steering Group members

“Performance Sport Through Partnership”

- Lynne Crowden (interim Chairman)
- Celia Clarke
- Mark Shaw
- John Shenfield
- Mary Wilson

Thank you!!

# Objectives

- Become Lead Body for British Performance Sport Horses and Ponies
- Facilitate Aims and Actions of British equine strategies
- Communicate and collaborate
- Work with BEF to develop LTED
- Work towards a centre of excellence
- Raise funds

# Functions (17)

- Facilitate comparability between evaluations and gradings
- Encourage publication of and make better use of equine research, EBVs and data
- Improve welfare and stud standards
- Encourage informed small breeders
- Define, develop and 'kitemark' the British Sport Horse and Pony
- Improve communications, marketing and sales mechanisms

# Working with:

- Breeders
- Studbooks
- Competitive disciplines
- Performance testing or evaluating organisations
- Producers and Trainers
- Riders
- BEF
- Other Lead Bodies (TBA and BHS)
- Scottish, Welsh and NI equestrian bodies

# Subscriptions

- Individual members £30
- Studbook members iro £5 per foal \*
- Which will fund.....

# Setup costs

- Website
- Magazines and newsletters
- Promotional flyer
- Logo design
- Meeting hosting
- Administration post BEF support (Dec 07)
- Subscriptions, sponsorship and ad revenue are projected to sustain running costs

# What members will get 1

- free membership of NED, the country's National Equine Database



- annual performance sport horse and pony stallion show
- membership of Supporters of British Breeding
- influence in the future and policymaking of British breeding

# What will members get 2

- Regional roadshows of lectures and demos and other informative events
- advertising in *The British Breeder* and PSHP website at special reduced rates
- an up-to-the minute website featuring PSHP activities, policies and news
- e-mail feedback service to input ideas
- better understanding of grading and evaluation results across the board

# What will members get 3

- *The British Breeder* each autumn and spring, plus a newsletter in the summer, crammed with news, results and informative articles
- concessionary Futurity entry rates
- concessionary *British Breeding Breeders'* Dinner tickets
- an active role in promoting the British-bred performance sport horse and pony

# Studbook members

- voting representative on PSHP
- bulk copies of all PSHP publications, including *The British Breeder*
- free listing of breeding related events in *The British Breeder* and on the PSHP website

# The working group

Have worked hard to produce this concept as well as:

- Constitution
- Terms of reference
- Business plan
- Draft Roadshow programme
- Mock up of magazine (Celia Clarke)
- Draft marketing material

# Regional Roadshows

- Presentations from vets, farriers, lorrymen, saddlers, breeders, producers, trainers and riders
- Learn from overseas studbooks
- New products, discounts and offers
- Opportunity to discuss and exchange ideas
- Brought to you in your area!

Draft promotional flyer

## Standing order application

Name of Bank/Building Society \_\_\_\_\_

Full postal address \_\_\_\_\_

Sort code / /

Account number \_\_\_\_\_

I authorise you to pay PSHP the amount of £ \_\_\_\_\_ per year

commencing \_\_\_\_\_ and annually thereafter.

### PSHP Bank Details:

HSBC, 62 High Street, Oddsville, Strangeshire WE1 1RD

Sort Code: 23/61/72

Account Number: 52268336

## Online Banking

I have transferred £ \_\_\_\_\_

to PSHP on (date): \_\_\_\_\_ at: \_\_\_\_\_

Sort Code: 23/61/72 and Account Number: 52268336

Using my surname \_\_\_\_\_ as a reference

## Cheque payment

Please make your cheque payable to PSHP



# PSHP

Performance Sport  
through Partnership

Join today!

E: [pshp@pshp.co.uk](mailto:pshp@pshp.co.uk) T: 02476 XXX XXX

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

**A BRIGHTER FUTURE  
FOR BRITISH BREEDING**

WITH THE LEAD BODY FOR  
BRITISH PERFORMANCE SPORT  
HORSES AND PONIES (PSHP)

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

In line with the Government's Strategy for the Horse Industry in England and Wales the BEF and British Breeding have launched the Lead Body for British Performance Sport Horses and Ponies (PSHP), to improve and promote the performance of British-bred horses and ponies in equestrian sport at every level.

### What will PSHP do?

- Help studbooks to work together
- Facilitate exchange and availability of breeding information and results
- Create a 'kite mark' for British bred horses

### How will PSHP do it?

- Help members to share facilities and reduce costs
- Facilitating comparability between gradings and evaluations
- Produce a magazine/newsletter three times per year  
The British Breeder
- Launch an up to the minute website
- Hold regional roadshows including lectures and demos
- Link with partners to deliver breeding data

### Who will benefit?

- breeders
- owners, riders and trainers
- studbooks
- competition disciplines
- other relevant non-studbook organisations

Work collaboratively with all sectors of the industry to create a partnership for performance sport breeding and help our industry produce and sell horses that meet the needs of the market



### What's in it for breeders and individual members?

- free membership of NED, the country's National Equine Database
- membership of Supporters of British Breeding
- influence the future and policymaking of British breeding
- play an active role in promoting the British-bred performance sport horse and pony
- The British Breeder each autumn and spring, plus a newsletter in the summer, crammed with news, results and informative articles
- reach your target market by advertising in The British Breeder at members' rates
- an up-to-the minute website featuring PSHP activities, policies and news
- e-mail feedback service to input ideas
- concessionary Futurity entry rates
- concessionary British Breeding Breeders' Dinner tickets

### What's in it for studbook members, competitive disciplines and others?

- voting representative on PSHP
- bulk copies of all PSHP publications, including The British Breeder
- free listing of all their breeding related events in The British Breeder and on the PSHP website

**Join today!**

### Membership application

(For the best membership type for you, see below)

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### Membership type

Membership runs from 1 January to 31 December

Studbook membership [ ]

Name of Studbook: \_\_\_\_\_

We will contact you with details of the next step

Individual membership [ ] £30 per year

Two members at one address [ ] £40 per year

Name of second member \_\_\_\_\_

Return this form to:  
PSHP at NED  
Stoneleigh Park  
Kenilworth, CV8 2RH

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

Sample PSHP logos

PSHP

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# Discussion

- Your thoughts
- Your suggestions
- Your reservations
- Your recommendations

To: [janrogersequine@aol.com](mailto:janrogersequine@aol.com)