

Annual General Meeting

12 September 2019

www.britishdressage.co.uk



AGM Programme 2019

1. Welcome & introductions
2. Apologies
3. Ordinary Resolutions
4. Chairman Overview
5. Chief Executive Update
6. Board Director Reports
7. Questions and discussion



Annual General Meeting



Ordinary Resolutions

1. To elect the Chairman
2. To elect the International Director
3. To elect the Sports Operations Director
4. To receive the Financial Statements of British Dressage for the year ended 31 December 2018 and the Directors' and Auditors' Reports thereon
5. To appoint, pending the outcome of the tender process, the chosen auditors of British Dressage and to authorise the Board to fix their remuneration.

First Ordinary Resolution

To elect

Linda Whetstone

as
Chairman





Second Ordinary Resolution

To elect

Judy Harvey

as

International Director





Third Ordinary Resolution

To elect

Simon Bates

as

Sports Operations Director





Fourth Ordinary Resolution

- To receive the Financial Statement of British Dressage for the year ended 31 December 2018 and the Directors' Report and Auditor's Report thereon.

Profit and Loss Account 2018



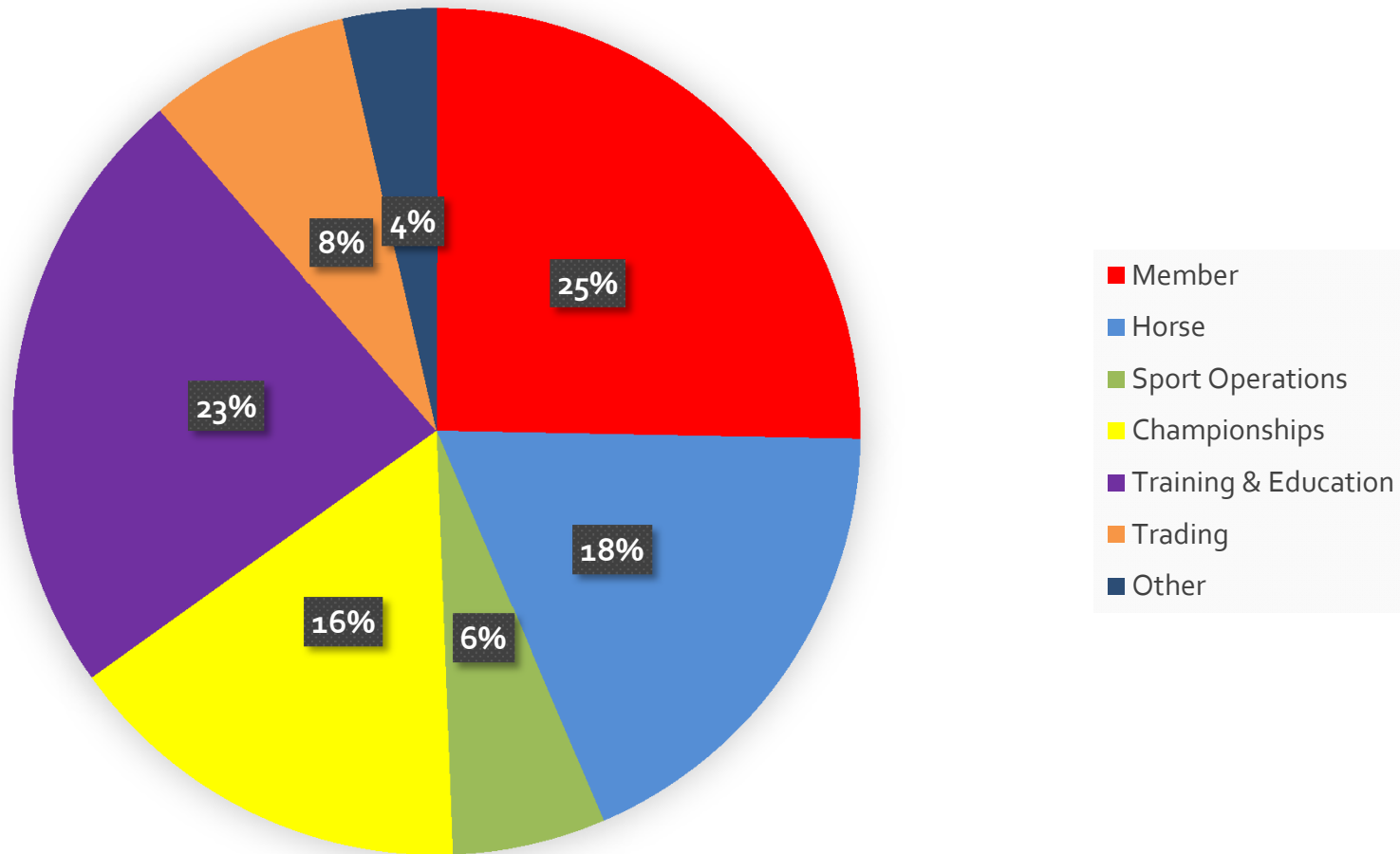
	2018 £	2017 £
Incoming resources from generated funds	396,775	442,125
Incoming resources from charitable activities	4,456,965	4,177,646
	<hr/>	<hr/>
TOTAL INCOMING RESOURCES	4,853,740	4,619,771
Cost of generating funds	206,467	225,410
Cost of charitable activities	4,305,534	3,915,708
Governance costs	38,630	31,622
	<hr/>	<hr/>
TOTAL RESOURCES EXPENDED	4,550,631	4,172,740
NET INCOMING RESOURCES BEFORE TAXATION	303,109	447,031
Taxation	0	0
	<hr/>	<hr/>
NET MOVEMENT IN FUNDS	303,109	447,031
Fund balance at 1 January 2018	1,710,027	1,262,996
	<hr/>	<hr/>
FUND BALANCE AT 31 DECEMBER 2018	2,013,136	1,710,027

Balance Sheet 2018

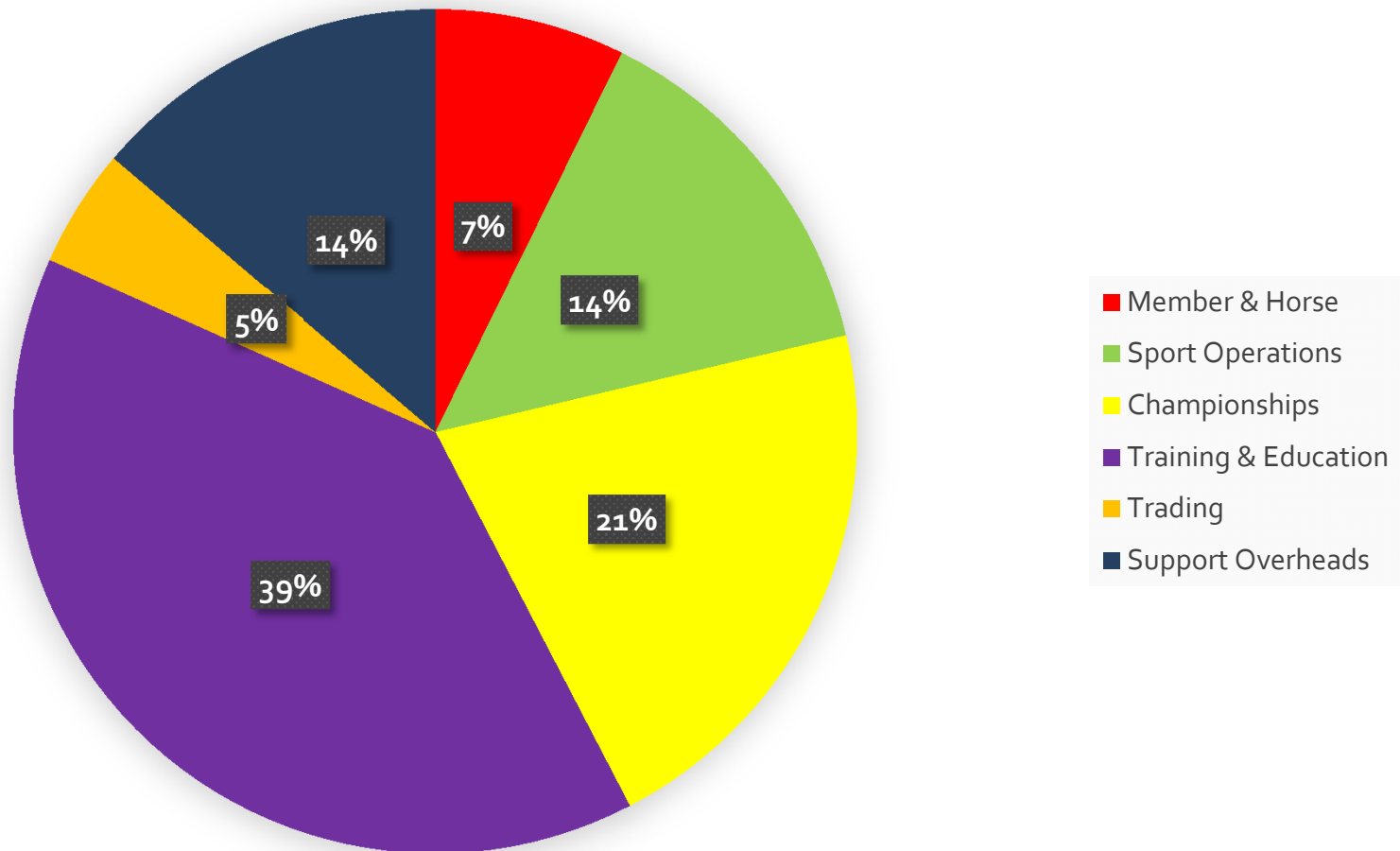


	2018 £	2017 £
FIXED ASSETS		
Tangible fixed assets	214,067	109,156
CURRENT ASSETS		
Stock	20,193	12,560
Debtors	394,144	443,455
Cash at bank and in hand	619,667	597,221
Term deposits	2,233,655	1,932,409
	<hr/>	<hr/>
	3,267,659	2,985,645
CURRENT LIABILITIES		
Creditors due within one year	(1,438,590)	(1,324,774)
NET CURRENT ASSETS	1,829,069	1,660,871
	<hr/>	<hr/>
TOTAL ASSETS LESS CURRENT LIABILITIES	2,043,136	1,770,027
PROVISIONS FOR LIABILITIES AND CHARGES	(30,000)	(60,000)
NET ASSETS	2,013,136	1,710,027
REPRESENTED BY		
Restricted funds	7,700	1,468
Unrestricted funds	2,005,436	1,708,559
TOTAL FUNDS	2,013,136	1,710,027

Income 2018



Expenditure 2018



Finance Update



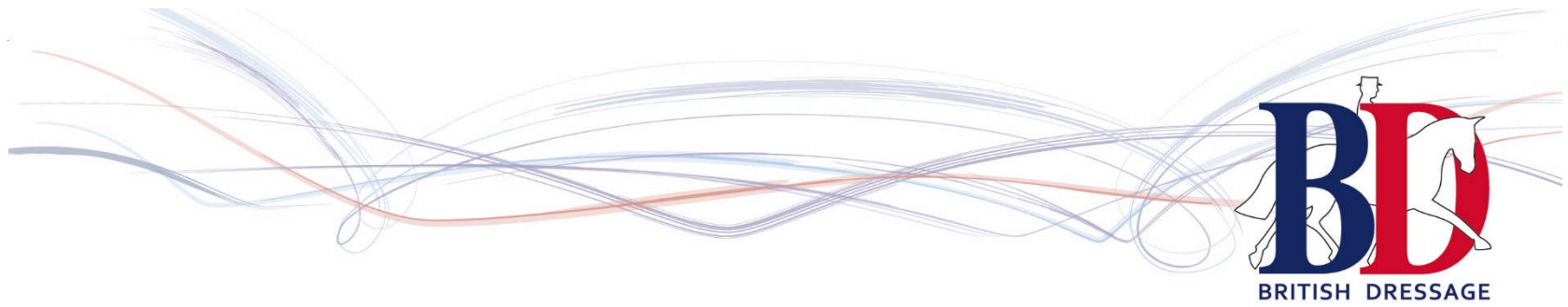
2019 Initiatives

- Audit Tender
- VAT review
- Finance & Business Development Committee
- Investment Policy
- Review of budgeting process



Fifth Ordinary Resolution

- To appoint Mazars as the auditors of British Dressage and to authorise the Board to fix their remuneration.



Chairman

Linda Whetstone

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Chairman's Overview



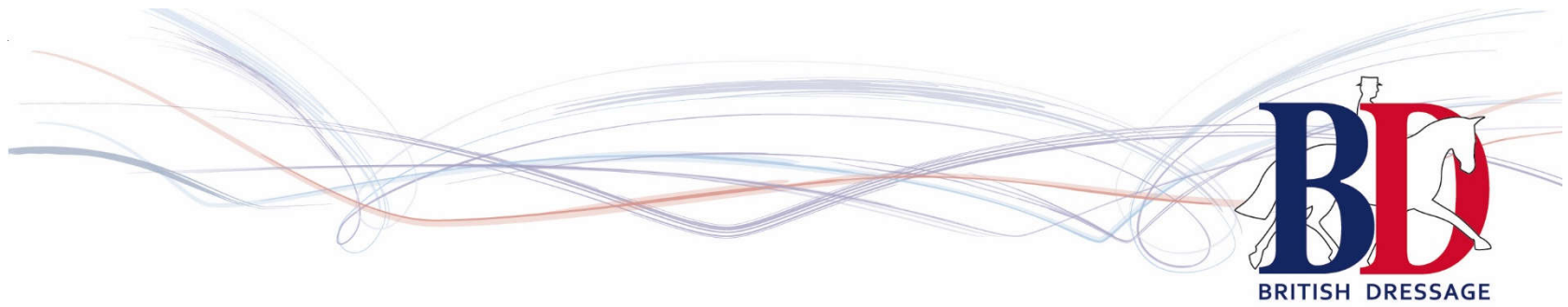
Another successful year for British Dressage...

- Medals at the FEI Para Dressage European Championships and many personal best scores across all FEI Championships
- Maintaining levels of membership, while horse registrations and starters are again on the up
- Significant investment in IT infrastructure; launch imminent
- Healthy reserves for stability, with a future view to invest
- Significant projects for BD Youth, Judges, Sport Operations and Membership Experience.

Chairman's Overview



- Welcomed our first ever appointed Director to the Board to cover Business Development, Suzanne Homewood
- Lotte Olsen to be put forward for a second term on the BEF Board of Directors
- Sharon Lindop formally appointed as the Chair for Scotland
- British representatives on the Ground Jury at a number of FEI Championships:
 - Clive Halsall – FEI European Championships, Rotterdam NED
 - Sarah Rodger – FEI Para European Championships, Rotterdam NED
 - Isobel Wessels – FEI Junior & Young Rider Championships, San Giovanni ITA
 - Jo Graham – FEI Pony European Championships, Strzegom POL
 - And Andrew Gardner will be officiating at Tokyo Olympics in 2020



Chief Executive Jason Brautigam

www.britishdressage.co.uk

Business Update 2019



- New management appointments and staff structure at BDHQ
- Full review of all internal policies and procedures; staff intranet
- Membership satisfaction survey; largest market research project
- IT transformation project – Phase III (CRM) and new website
- Review of Championship programme, focus on Area Festivals
- Judge Examination Working Group, proposals for new system
- Marketing activity, promotion of major events and BD Youth
- Strategic review, setting priorities for investment over the next five year cycle, from 2020-2024.

BD Team – New Appointments



Senior Management Team

- Chief Operating Officer – Ben Waterhouse
- Sports Operations Manager – Lou Jones
- Membership Experience Manager – Rachel Smith
- Marketing Manager – Becca Tuttle
- IT Projects Manager – David Mountford

Other Regional / HQ Roles

- North West Regional Development Officer – Nadine Murray
- Officials Education Supervisor – Jess La Rosa
- Training & Education Officer – Verity Hierons
- Sport & Membership Assistant – Katie Benn

Membership Update



- Full membership remains buoyant, between 16,700 and 17,200 active members over the last 12 months (seasonal variations).
- Club membership continues to be a popular option, between 3,350 and 3,650 active members over the last 12 months.
- Horse registrations remain very strong at over 23,000 and currently at peak level of 23,500 (14,800 to 15,000 paid horses).
- Total starter numbers at second highest ever level in 2018, at 266,000, marginally down from peak of 270,500 in 2017.
- Regional activity in 2018 up by 20.4% on 2016 levels, exceeding target set for four year strategic cycle.

Membership Survey 2019



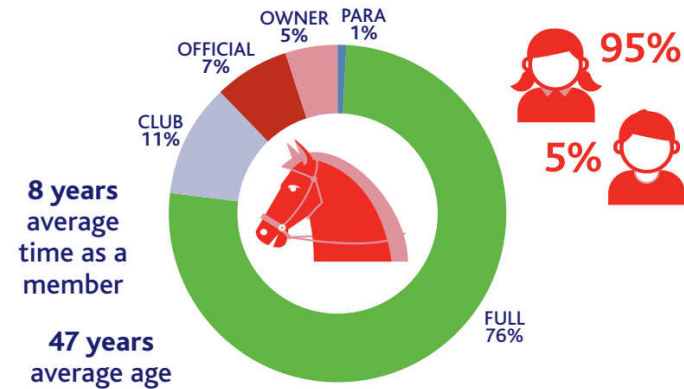
3,715

member surveys completed



23% member participation

WHO TOOK PART?



97%

Say access to affiliated competitions is an important membership motivator

96%



Say they're likely to renew with BD – nearly half will definitely renew.

Membership Survey 2019



60% want to see the calendar more evenly spread over the course of the year and a third think there are currently too many different championship options.

HOW MANY COMPETITIONS DO YOU TAKE PART IN A YEAR?



Full 16



Club 13



Official 22

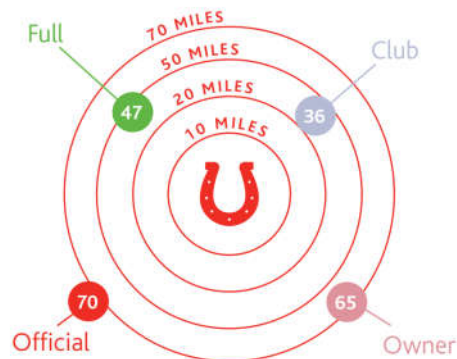


Owner 15



Para 12

HOW FAR DO YOU TRAVEL FOR BD COMPETITIONS



Overall Satisfaction with British Dressage



Average rating

7.0

Satisfaction with BD Head Office



Average rating

7.8

Satisfaction with BD RDO Reps



Average rating

8.0

Membership Survey 2019



72% of owners agreed that the competition structure helps their riders and horses to flourish, but a notable percentage felt BD could do more to value and recognise their contribution.



70% feel the competition structure is too complex and **51%** would like more straightforward rules.

Membership Survey



Key Messages

- Simplify, streamline and consolidate competition structure
- More consistency in eligibility criteria and qualification rules
- Championship opportunities accessible and available to all
- Clearer distinction between sections & riders of differing ability
- Improve training, education and development for officials
- Greater reward and recognition for owners and breeders
- Build bridges to close gap between Club and Full membership
- Enhance membership packages to provide added value
- Increase member engagement and sense of community.

BD Online – Phase III




PRO

Welcome,
Rachel Smith

- Dashboard
- My profile**
- My membership
- Competition records
- My horses
- Horse registration
- Class ticket purchase

britishdressage.pro Rachel Smith 115690

	Title Mrs	Name * Rachel	Surname Smith	Honours
	Email * rachel.smith@britishdressage.co.uk	Password <small>Passwords must be a minimum of eight characters long and include one uppercase letter, one lowercase letter and one number.</small>		
		Repeat password <small>Repeat password</small>		

Max. size: 5 Mb
Min. size: 200 x pixels
Aspect ratio
Valid formats: jpg | jpeg | png | bmp

[Upload image](#) [Delete image](#)

Mrs Rachel Smith - 115690
Renewed - Type: Full [Save changes](#)

BD Online – Phase III



My horses ^

Name	Registration Number	Status	Registration type	Renewal date	Colour	Sex	Height (hands)	Enabled	Actions
ELMDALE EDUARDO	1534007	N/A	Full Horse	01/02/2020	DARK BAY	gelding	16h1	Yes	
ARD POWERFUL	18299	Retired	Full Horse	01/07/2011	GREY	gelding	15H1	Yes	
KARAJO	25305	N/A	Full Horse	01/04/2003	CHESTNUT	mare	16H	Yes	
Dozy DorisIV	1932920		Full Horse	31/07/2020		mare		Yes	
Sapo	1933019	N/A	Full Horse	22/08/2020	Brown	mare	Large	Yes	

PRO britishdressage.pro Rachel Smith 115690

Welcome, Rachel Smith

- Dashboard
- My profile
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- My horses**
- Horse registration
- Class ticket purchase

Music details

Points

Level	Points	Allocated Points	Total
Medium	8	0	8
Elementary	166	0	166
Novice	45	0	45
Preliminary	2	0	2

Total 221

BD Online – Phase III



Welcome, Rachel Smith

- Dashboard
- My profile
- My membership
- Competition records
- My horses
- Horse registration**
- Class ticket purchase

Create Horse | Step 1

Before you start, you will need to find the following from the horse's passport: Passport number, UELN, Microchip number, FEI registration number (if applicable).

For all new horse registrations please be aware that images of the horse's passport MUST be uploaded to verify that your horse's name and details match their passport. You'll be able to do this by clicking 'upload passport document' in your horse's details once this stage of the registration is completed. The passport images must show the horse's NAME, REGISTRATION NUMBERS, BREEDING and VACCINATION pages. Until we receive this information, your horse's registration is not valid. You have 28 days to complete the upload. A prefix or suffix may be added to a pony/horse's name at an additional cost of £30.

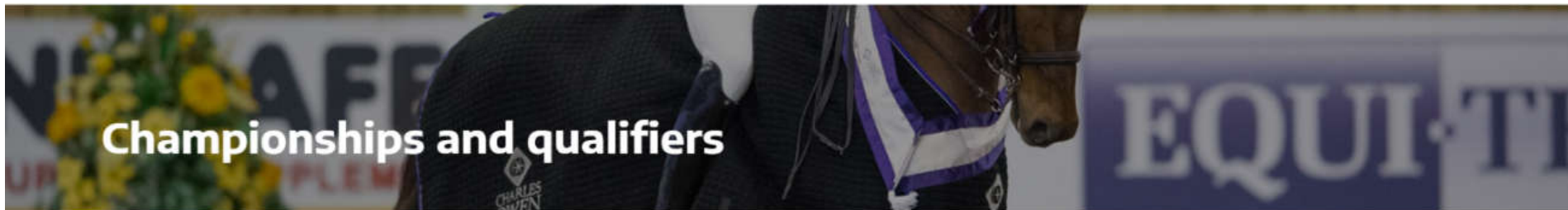
Registration Number	Name on passport *	Sex *	Country of origin *
<input type="text"/>	<input type="text"/>	<input type="text" value="Select an option"/>	<input type="text" value="Select an option"/>
Year foaled *	Height (hands) *	Height (centimetres) *	Colour *
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Microchip *	UELN *		
<input type="text"/>	<input type="text"/>		
Passport number *	FEI R. number		
<input type="text"/>	<input type="text"/>		

New BD Website



Navigation bar with the BD logo on the left and links for My Membership, Social, Shop, and Become a member on the right. A central menu includes Our Sport, News, Events, Get involved, Competitions, and Membership. A search bar is located on the right side.

Home / Competitions / Championships and qualifiers



Championships and qualifiers



Quest

The ideal starting point for those new to BD competition.



Area Festivals

Start your championship pathway from Prelim Bronze and beyond.



Combined Training

Two disciplines, one thrilling winter season Championship!



Associated Championships

A championship for all, from Connemaras to Cleveland Bays.

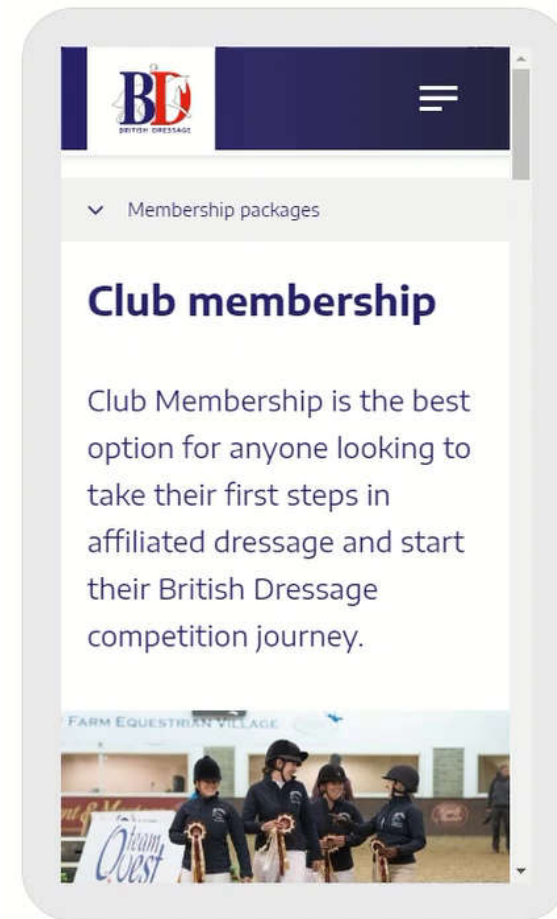
www.britishdressage.co.uk

New BD Website



Responsive Design

- Restructures the web page and adapts content to fit all devices; mobile or tablet
- Easier browsing experience for members – 67% of existing website traffic is on either a mobile or tablet currently.



Strategic Plan 2020 – 2024



Key Priorities

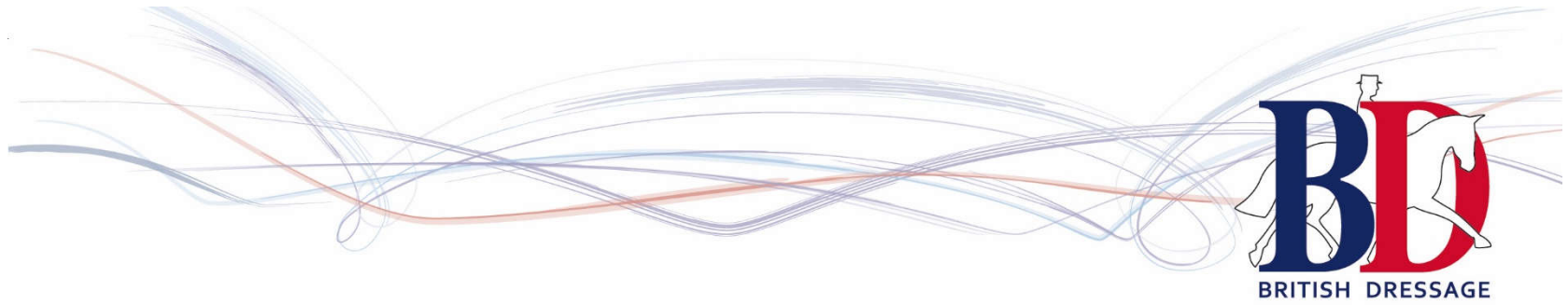
- Developing five year strategy to take BD from Tokyo to Paris
- A balanced competition structure, offering opportunities for all
- Increase level of engagement with members, central & regional
- Offer more 'added value' coaching and training opportunities
- Establish a formal and professional judge education framework
- Clearly define development pathways for BD Youth / U21s at all levels, from regional, to national and international participation
- Ensure that the sport is inclusive, diverse and accessible to all, including further development of Para pathways.

Strategic Plan 2020 – 2024



Key Priorities

- Modern, professional National Governing Body, with high standards of governance, accountability and transparency.
- Phase IV & V development of IT systems, including automated results for all organisers & online entries for BD Championships
- Conduct brand review and refresh to represent contemporary values, image and promotion of the sport to wider public
- Further digitalisation of BD activity; social media engagement, interactive webinars, e-learning platforms, BD App.
- Attract commercial partners and sponsorship outside equestrian



Training

Paul Hayler

www.britishdressage.co.uk

Training Initiatives 2019



Coach Development Update

- Successfully launched a reformat of regional Level 2 courses
- Eight Level 2 courses and two Level 3 courses delivered
- 72 Level 2 Dressage specific coaches and 139 Level 3 Dressage specific coaches to date, with one Level 2 Assessment day and two Level 3 Assessment days to go
- 262 Accredited and Recognised coaches on our Trainers Database
- Eight BD coaches successfully completed NDPCE cohort for 2018/19 with seven coaches applying for the 2019/20 cohort.

Training Initiatives 2019



Shearwater Young Horse Championships

- Two Semi Finals – Hartpury and Port Royal
- Total number of entries in qualifiers:
 - 201 four year olds
 - 197 five year olds
 - 98 six year olds
- Young Ponies entries are on the increase



Thanks to Shearwater Insurance for their continued support

Objectives and Priorities for 2020



- New format of the Young Horse Forums planned for Spring 2020
- Development of 'National Technical Trainers Group'
- Revamp of the Trainers' Database structure and benefits offered, to include safeguarding and first aid
- National and regional CPD to further develop skills based on a new CPD model.

BD National Convention 2019

in association with Harrison Clark Rickerbys



Develop to Perform Addington 23/24 November

- Daniel Bachmann Anderson, Chris Bartle & Michael Eilberg
- Focus will be on:
 - Cross training techniques
 - Test riding tips
 - Polework
 - Exercises for all
 - Young horse foundations
 - Demos from Prelim to GP

THE BRITISH DRESSAGE NATIONAL CONVENTION
23 — 24 NOVEMBER 2019
ADDINGTON EQUESTRIAN *Develop to Perform*

with Daniel Bachmann Andersen, Chris Bartle and Michael Eilberg

- Cross training techniques
- Test riding tips
- Polework
- Exercises for all
- Young horse foundations
- Demos from Prelim to GP

Brand new format and venue for 2019!

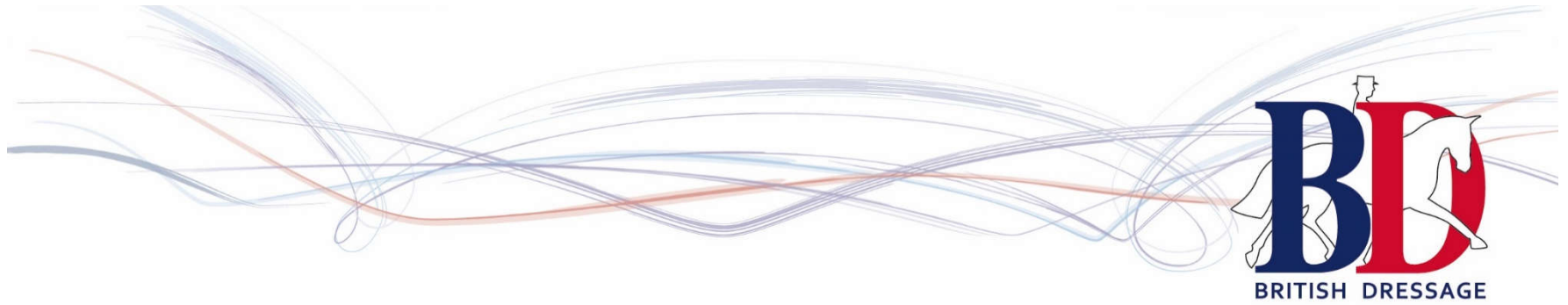
harrison clark rickerbys
ADDINGTON EQUESTRIAN

BD
BRITISH DRESSAGE

Tickets now on sale! Buy from www.britishdressage.co.uk

Early bird ticket prices for 2019 but hurry – they end Sunday!

www.britishdressage.co.uk



BD Youth

Claire Moir

www.britishdressage.co.uk

BD Youth 2019 Review



- Total of 2,380 youth riders actively taking part in regional training up to August 2019
- Professional youth development opportunities including the relaunch of the Advanced Apprenticeship (AASE), for those in employment
- Youth Coach development programme
- Hugely successful BD Youth team competitions:
 - Inter-Regional, Keysoe
 - Home International, Arena UK
 - U25 Championships at Sheepgate

BD Youth 2019 Review



BD Youth Academies

- Successful launch of the BD Youth Academy structure:
 - 50 young people taking part in Foundation Academies
 - 12 selected for the National Academy

New Initiatives 2019



BD Youth Horse Care

- Online and practical assessment to replace the competition certificate launching on 1 December 2019
- Provides entry routes into senior professional pathway
- Sponsorship support from Dengie.

Click on the colour which best describes the horse in the picture

Iron Grey

Strawberry
Roan

Dun

Dappled
Grey



Liver
Chestnut

Bright Bay

Skewbald

Palomino



Click on the colour which best describes the horse in the picture

Iron Grey

Strawberry
Roan

Dun

Dappled
Grey



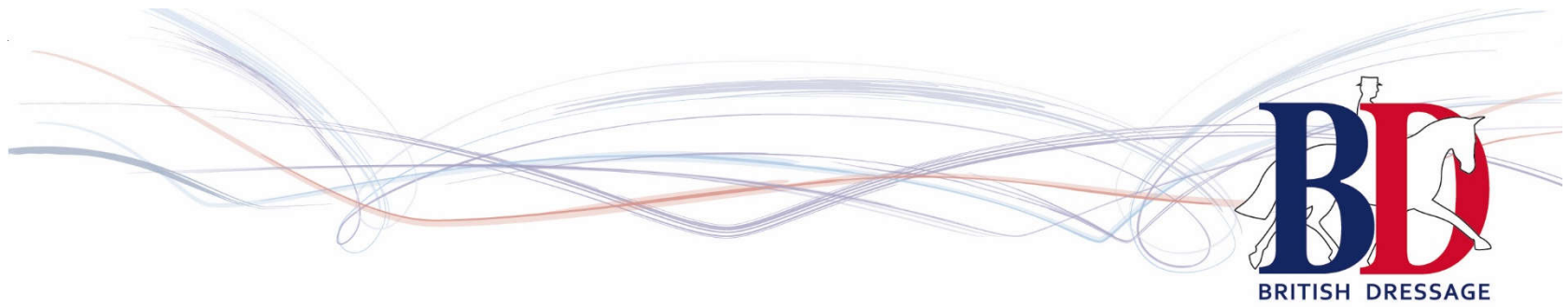
Liver
Chestnut

Bright Bay

Skewbald

Palomino





Judges

Peter Storr

www.britishdressage.co.uk

Judges 2018 / 2019



- 208 upgraded judges from Autumn 2018 to Summer 2019
 - Including 23 at List 2, 2a and List 1
- 84% of all Part 3 exams taken resulted in candidates upgrading
- 164 people have signed up or renewed their trainee status since January 2019
- Major training events continued to be well supported:
 - Over 460 in attendance at Judges Convention, Addington
 - Over 400 at Principles of Judging Seminar, Moulton with the Judges' Dinner selling out
 - National Judge training at Olympia for List 1, 2 & 2a

Judges Education Project



- Full review of the current judge education and training provision, including eligibility criteria, syllabus structure and qualification requirements at each level.
- Next steps for this project:
 - Production of a full set of criteria and syllabus for each list
 - Standardised training materials including e-learning platforms, logbooks and face to face training materials
 - Upskilling of tutor judges and examiners
 - Increased availability of assessment and training days
 - Ongoing Internal and External Quality assurance of training and assessment.

Judges Education System



Phased roll-out over next 18 months:

- **Phase 1** – development of resources, policies and frameworks
- **Phase 2** – workforce training (including development of role descriptions and upskilling of all tutors / examiners)
- **Phase 3** – new training day and materials rolled out
- **Phase 4** – new style assessments rolled out

- **First examinations under new system to take place during Spring 2021**

Judge Training 2019/2020



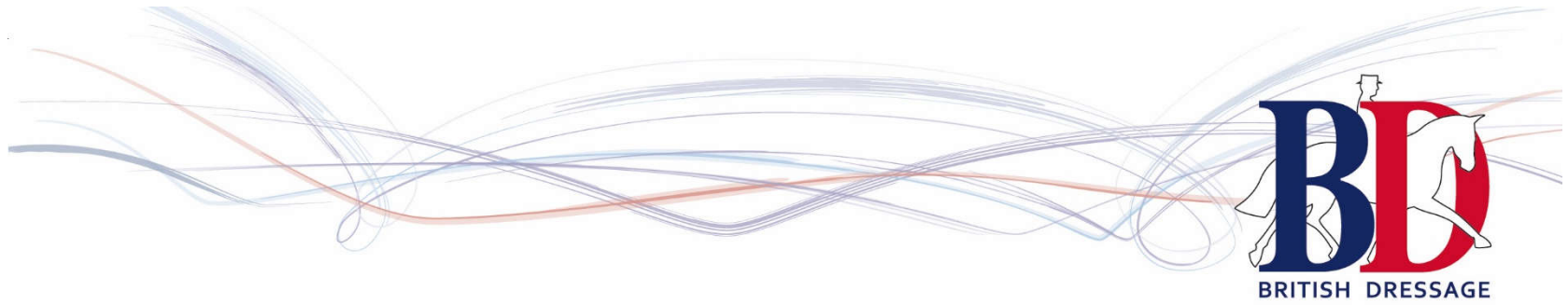
Judges Principles Seminar 2019 5 - 6 October, Moulton College

- Two day training seminar, open to all judges, riders and coaches:
 - Ridden demo and classroom based sessions for judges
 - Saturday evening dinner with the presenters – tickets available



Judges Convention 2020 April 14 , Addington Manor

- One day convention:
 - With presenters Stephen Clarke and Ferdi Eilberg



International Teams

Judy Harvey

GB International Riders



Senior International Riders 2019

- 159 competed at Home Internationals
- 24 competed in the Nations Cup
- 107 competed in CDIs abroad
- 16 riders awarded their Union Flag badge

Under 21 International Riders 2019

- 60 P/J/Y competed at Home Internationals
- 17 P/J/Y competed in the Nations Cup
- 37 P/J/Y competed in International competitions abroad
- Total – 114 competed with a pocket badge
- Three riders awarded their Union Flag – one at each level P/J/Y

FEI Championship Results 2019



Senior Riders

- FEI Nations Cup Series – Fourth place overall including a win at Compiegne, third in Geesteren, fourth in Aachen and second at Hickstead.
- FEI European Championships, Rotterdam – fourth place.
- Special mention to Gareth Hughes for his three personal best scores on Classic Briolinca including tenth in the Individual Freestyle.

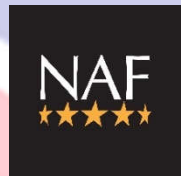


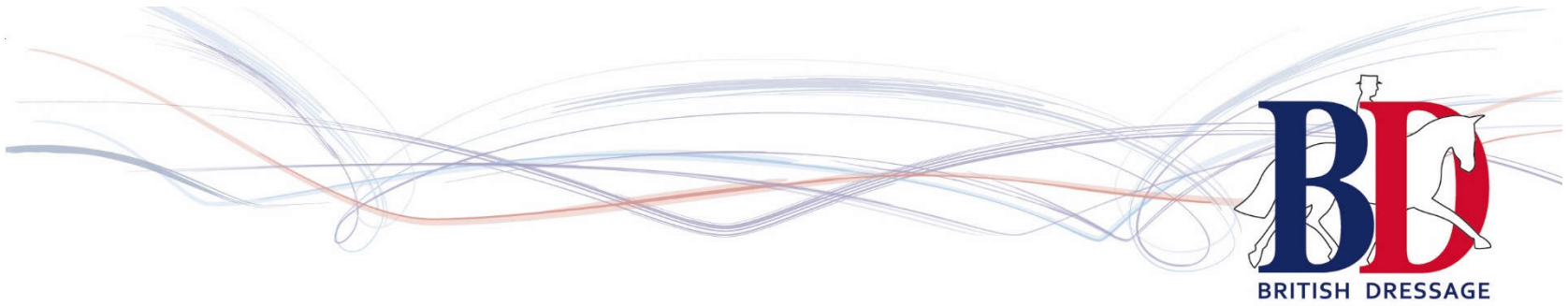
FEI Championship Results 2019



Team NAF Under 21s

- Pony Europeans, Strzegom, Poland
 - 4th place with all riders achieving PB scores
- Junior Europeans, San Giovanni, Italy
 - 12th place with a team of three riders
- Young Rider Europeans, San Giovanni, Italy – two individuals
- Special mention to Izzy Lickley for being first GB rider to compete three different ponies at consecutive Europeans – ending a great week with 10th in the Freestyle.





Para Dressage

Julie Frizzell

www.britishdressage.co.uk

Para Participation



2018/19 Objectives Delivered

- More than 135 active riders so far this year
 - Compares to 110 in 2018 and 60 in 2017
- Competition structure/process review
- Participation continues to grow:
 - Supporting Para venues
 - Para professional programmes
 - Strengthened partnerships

Grade	Bronze Rider hasn't done: CPEDI, Gold Semi, Won a Silver Champ (>67%)	Silver Rider hasn't done: CPEDI 3*	Gold Any rider but must have FEI Classification	Gold Any rider but must have FEI Classification
1	3	Novice A	Team Test	Individual Championship
2	10	Novice A	Team Test	Individual Championship
3	21	Novice A	Team Test	Individual Championship
4	31	Novice A 20x60	Team Test 20x60	Individual Championship 20x60
5	Grade 5 Intro	Novice A 20x60	Team Test 20x60	Individual Championship 20x60

Para Projects



2019/20 Projects – ongoing

- Para Professionals Programme
 - Judges Pathway
- Strengthen Partnerships
 - Riding for the Disabled
 - Intellectual Disability Championship
 - RDA National Championships
- BEF and World Class pathways

Para Objectives 2019/20



'Quality and Consolidation'

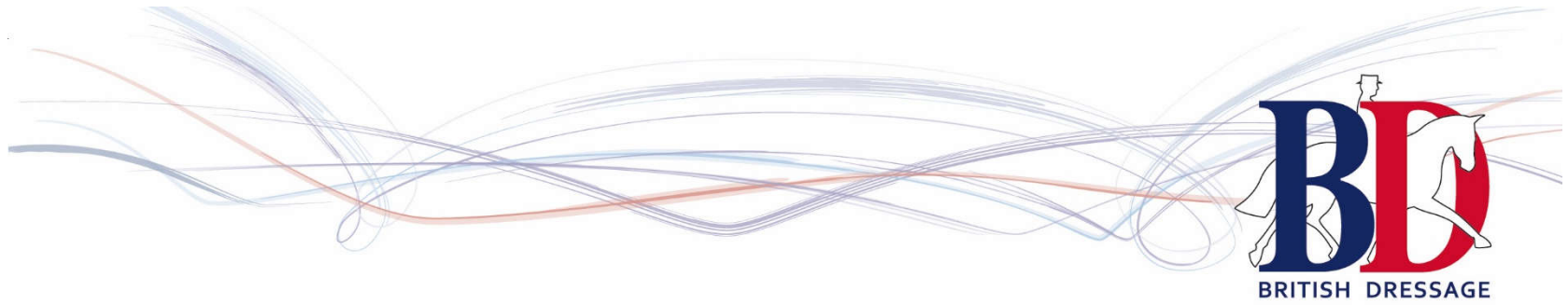
- Stabilise the competition structure
- Regional activity and National Para Training Plan
- Para Judges Pathway – complete 12 month cycle
- Para Stewards Pathway – commence project
- Para Coaches Pathway – prepare and scope
- Look to the future:
 - Recruit Para Youth Rep – early 2020
 - Recruit Para Coaching Rep – early 2020

FEI European Championships 2019



More Para Success!

- **Total of five medals won:**
 - Gold and Silver medals for Georgia Wilson on her Championship debut
 - Two individual Silver medals for Sophie Wells
 - Team Silver medal for the four riders, including three debutantes.



Sport Operations

Tamsyn Cowie

Petplan Equine Area Festivals



A New Era

- Two distinct seasons, providing equal qualification periods from 2020/21 onwards
- A points based qualification system, in line with BD Regional Championships
- Between 16 and 18 Summer Area Festivals, mapped to provide a geographical spread across the country, with the Championship taking place in September.



Petplan Equine Area Festivals



- Music classes included at around half of the Summer Area Festivals for Bronze and Silver sections, from Prelim to Inter I, which will qualify for a Championship.
- Between 8 to 10 Winter Area Festivals, again spread across the regions to provide a good geographical spread, with the Championship Finals at Hartpury, running alongside the Winter Championships in April.
- Inter II and separate Under 21 sections will no longer be part of the Area Festival Championships.
- Inter II will be accommodated elsewhere, details still tbc.

Rule Updates 2020



New qualification periods:

- 1 December 2019 – 30 June 2020 (Summer)
- 1 July – 31 December 2020 (Winter)
- From 2021 these will be two six monthly seasons:
 - 1 January – 30 June
 - 1 July – 31 December
- Associated Championships to include a section for Gold riders
- Clarification regarding maximum number of tests per day

Rule Updates 2020



Combined Training

- New '**Allcomers**' Elementary classes have been introduced:
 - E44 / 90cm and E50 / 1m; open to any combination at any level.
- Qualification can be done with class tickets, riders must upgrade to Club membership / horse registration before championship.
- Prelim and Novice classes only open to those combinations who have not competed at Medium or above.

Rule Updates 2020



Other Key Changes

- Six monthly vaccinations to fall in line with a number of other member bodies and the FEI
- FEI blood rule to be adopted in BD National Competitions
- New guidelines on Hyperflexion will be enforced
- Clarification regarding red collars on jackets and pocket flags
- Tack and Equipment updates:
 - All saddles (including treeless) must have a cantle and pommel
 - All colour stirrups are now permitted

Rule Updates 2020



Other Key Changes:

- Substituted riders will not be permitted after close of entries at Regional Championships to allow the office to verify eligibility and membership/registration status
- Only combinations entered into competitions may warm up for their class
- Group 3 riders and above are permitted to ride HC at PSG or above.
- A horse may not be ridden HC at the same level / section before a competitive test is ridden.