

BRITISH HORSE DRIVING TRIALS

OFFICIAL NEWS

Council Meeting

The next meeting of the BHDTA Council takes place on **16th March 2011**.

Membership

Please remember your insurance cover will lapse if you have not renewed your membership by 31st January. You should have received a renewal form in December with your office newsletter. If, over the festive period this has been misplaced, you can print one from the web-site or join on-line. Membership cards will be sent out with the Yearbook before the end of January.

Paying On-line

Due to restrictions placed on us by Payment Card Industry legislation, it is no longer possible to accept credit card payments on-line with our previous system. A new system has therefore been introduced where on-line payments will be collected using Paypal which is a world wide secure payment system. You can use an existing Paypal account to make payments but you do need to have one. Payments can also be made by using the "pay by credit card" option. E-mail confirmation will be sent in the usual way.

Please take care when entering your e-mail details. We have been experiencing a number of queries this year about payments which have not received confirmation. In all cases, errors typing the e-mail address have been the cause.

Attending the National Clinics?

If you are intending to use a SatNav to find your way to the Lancashire Manor Hotel, when you enter the postcode WN8

Zoltan Lazar competing in Europe last season. His brother Vilmos, also an international driver, is endeavouring to resurrect a "European" four-in-hand Championship in Budapest this summer.



Photo: Dicky Jim

9QD you may find this comes up for Prospect Place. This is correct. You will be directed up Prescott Road and will see the hotel on your right just as your SatNav tells you to turn into Prospect Place. The hotel do this deliberately as the correct post code for the hotel takes you round the back to a set of locked gates.

Apologies for the error on the booking form for the judges' clinic. The cost of this is £40 and the dinner on Saturday night is £18.

BHDTA Joins Facebook

Frank Campbell has created a BHDTA page for Facebook. Frank says, "The new Facebook page can be found by typing "BHDTA" into the facebook search bar if you are user. If not just visit Facebook and click join, it's a free and easy way to socialise and keep in contact with members all over the country.

The aim of the page is give members another platform on which to communicate and share content, such as videos and photos. It also provides a new way for the sport to be showcased to potential members by current members. The page relies on people supplying interesting content to give it substance, so don't be shy please contribute!"

Marketing Update

Chris Hillman has provided an update on the progress he has made so far with promoting the sport and attracting sponsorship. To begin with he attended all the national events and listened to everyone's point of view from competitors to organisers, stewards and supporters. He is developing a Premier League of events linked to a Country Fair style attraction with high quality arena based entertainment and trade stands.

A new business concept of Corporate Executive Coaching has been explored as a joint venture with Ashfields. The benefits include raising the sport's profile, employing our UKCC coaches and creating a revenue stream for the sport. John Lewis are committed to a minimum of 300 senior managers from Oxford Street store in 2011 and there is potential for further expansion.

A sponsorship model for the sport, that meets with serious sponsors' requirements, has been developed through significant TV and live audiences. This links with the production of a high quality sponsorship DVD. TV programmes either aired, in production or planned are Holker, the Junior Worlds in Hungary and the IHDT finals at Keysoe.

It is planned that all the Premier Events next year will acquire a level of TV coverage.

Since June 2010 more than 100,000 people (this number increases every day) in 27 different countries have viewed HDT videos produced by Cavewood. The Kia advert has recently been put on You Tube and has had an incredible reaction from people all over the world, becoming a Facebook favourite.

Chris has generated considerable confirmed sponsorship already and a number of well know companies are considering their involvement. He predicts, with the opportunity to acquire Sport England Match Funding & a Comic Relief

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grant possible, year 1 should see a minimum income of £80k. In conjunction with the clubs, Chris has been working with MDTG and EACDG who have submitted proposals to Sport England under their Small Grant scheme for up to £10,000. Other projects are still in development or awaiting a decision. These include

- The possibility of holding a World Cup style indoor driving event at HOYS in 2011
- Providing arena based ideas for the World's biggest Game Fair
- Working with personalities such as Dame Kelly Holmes with the hope of convincing her to take part in a Children in Need/ Comic Relief HDT competition e.g. The Dame Kelly Holmes Sporting Stars vs. The Chris Evans presenters.
- Developing a partnership where HDT is to be the pilot discipline for a new Horse and Country TV community based section on their website.
- Website advertising.
- A Top Gear Challenge proposal.

In the next six months Chris plans to maximise the revenue stream through more sponsorship, donations and funding, increase the sports exposure by creating exclusive media opportunities with interesting individuals eg Dame Kelly Holmes, Chris Evans and Simon Mayo, explore the partnership opportunities to be gained by running driving trials alongside major three-day eventing venues, continue to develop the corporate executive coaching concept into a national programme and work with clubs to acquire more media interest, sponsorship and recruitment through the funding it is hoped will be forthcoming.

EVENTS

New Rules

There have been a number of changes and the ones that will affect most people include the following:

1. Cheques for the Start Fee should be sent with your entry as a separate cheque and made payable to BHDTA.
2. The new test for Novice classes at National events is now available on the web-site. Laminated copies of the test, from the point of view of A or C and both 80m and 100m arenas, can be purchased from the Merchandise section of the website.
3. Competitors in National Novice classes at Regional or National events, or any competitor at a Regional event, can compete as BHDTA Associate members and their groom only has to be a member in order to compete at the National Championships.
4. Mats are now compulsory when using side stabling at most events with a £100 fine for non-compliance. This is to enable land owners to reinstate their ground more quickly after the driving trials for other users. Please check individual schedules.
5. Grooms may compete with two turnouts, and a driver may also act as a groom, but they must compete as the driver first. This is at the discretion of the organiser who may not be able to accommodate all requests within the constraints of their schedule.

6. Horse Tandems, when competing in mixed classes if numbers are low, will have more relaxed walk speeds.
7. Electric fencing may be permitted at some National events at the discretion of the organiser. Please check the schedule carefully before entering.
8. Back protectors are not compulsory on Section E (this only applies at International events).
9. Spare horses may still be led from the carriage while exercising at National events if an additional person is on the carriage with responsibility for the spare horse (although this is no longer permitted at International events).
10. It is now necessary to have the appropriate number of grooms in attendance when exercising at events. The groom may still drive the turnout while the driver walks the cones as they will still be in attendance.
11. Progression from Novice to Intermediate now follows 3 wins or a finish in the top half of the class at the National Championships. You may still progress earlier if you wish. Full details on the website under Reference then Competitions: classes.
12. Progression from Open to Advanced singles is now compulsory after six wins over two years but you can progress earlier if you wish. Full details on the website under Reference then Competitions: classes.

INTERNATIONAL

European four-in-hand Championships

The Hungarian Federation are planning to put in a bid to organise a 2011 FEI "European" four-in-hand Championships in Budapest. The Championships will, if allocated, take place in Budapest City Centre on the national holiday weekend of 20th August. The goal of the event is to create a true highlight for Budapest city. The event will not only include the driving competitions, but also many shows to attract the public.

The first European four-in-hand Championships took place in 1971 in Budapest and Vilmos Lázár is looking forward to welcoming back a European Championship, which were discontinued in 1979, to now hopefully be reborn exactly 40 years later.

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