



# Your invitation to the 2015 BETA CONFERENCE

**T**his year's BETA Conference and AGM will take place once again at Whittlebury Hall Hotel & Spa, near Towcester, Northamptonshire, on Monday 2 November. Back by popular demand, this elegant venue, with classic good looks, is easy to reach, set among rolling, green countryside, yet close enough to the M1 and M40 motorways.

The conference is open to BETA members and non-members. Delegates are welcome to make the most of their visit by booking a pre-conference overnight stay with a three-course dinner. Special rates are available for BETA members – please see the booking form overleaf for details.

A line-up of expert industry speakers is planned for the day, which features plenty of networking opportunities over lunch and during coffee breaks.

## Chill out

Whittlebury Hall is noted for its luxurious spa facilities. Delegates in need of a little downtime to relax and unwind can book in for a Heat & Hydrotherapy Experience at a special conference rate of £29 per person.

## PROGRAMME

9.00am	Arrive for coffee and registration
9.30-10.15am	BETA AGM (members only)
10.15-10.30am	Coffee break
10.30-10.45am	A Personal View – Opening comments – Jane Holderness-Roddam
10.45-11.00am	A Statistical View – Participation trends – Claire Williams
11.00-11.30am	A Governing Body View – The Future of Participation – Anna Hall
11.30-12 noon	An Outside View – How another sport works to increase participation – Sport & Speaker TBC
12 noon-1.00pm	Lunch
1.00-2.00pm	An Inspirational View – Jay Hare
2.00-2.20pm	A Riding School's View – The challenges of keeping riders – Kay Scott-Jarvis
2.20-2.40pm	A Retailer's View – Why should I care? – Anna Franklin
2.40 – 3.00pm	A Holiday Provider – A different route into riding? – Wendy Hofstee
3.00pm	Conference closing comments and refreshments
	Subject to change

## MEET A SELECTION OF THE SPEAKERS

### A Statistical View - Claire Williams

**Claire** is the Executive Director of the BETA, the leading representative body working on behalf of equestrian related businesses in the United Kingdom. Claire was born and educated in New Zealand. In 2000 she took up the position of Chief Executive of BETA, with the role being widened to her current position in 2004 adding responsibility for the Association's wholly owned subsidiary EMC Ltd and its highly successful Trade Fair, BETA International.

Over the last 12 years Claire has strived to extend BETA's involvement in the wider equestrian industry to increase its ability to lobby on behalf of member companies and ensure the government is aware of the significant contribution made to the Nation's economy by equestrianism. She has continued to develop additional benefits for BETA members, been integral in the development of the successful NOPS scheme and has significantly increased the level of funding for companies wishing to develop export markets.

### A Governing Body View - Anna Hall

**Anna** has recently joined the British Equestrian Federation as Head of Participation and is responsible for leading the participation team to increase numbers, and improve the experiences of those involved in all forms of equestrianism. The team's work also includes a focus on facilities and equality. Anna has come from the environmental sector and has experience in working with Government, diverse groups of stakeholders and in strategy development.



### An Inspirational View - Jason Hare

**Jay** studied engineering before entering the British Forces joining

the Royal Marines Commandos. He served for over 14 years in the Royal Marines and has only recently left employment with them due to life changing injuries. Jay has worked for the service charity HorseBack UK for over five years, having been seconded initially by the Royal Marines Commandos during his own recovery; he is now the Operations Manager within the organisation. HorseBack UK is a charity set up to empower service personnel and veterans suffering from life-changing injuries and Post-Traumatic Stress Disorder, and to aid them on their road to recovery.

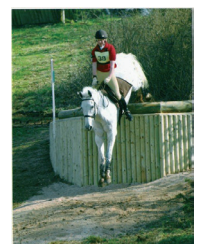


### A Riding School's View - Kay Scott-Jarvis

**Kay** is a qualified Equine Coach with over 25 years' experience in the industry, Kay is also the founder, proprietor and senior coach at Rockstar Equitation Centre and Rockstars Sister Centre. At these establishments Kay aims to provide clients with a competitive, educational and ethical approach to training. Kays tailors her coaching to a wide range of ages and abilities, right from Rockstar mini members to their more mature clients in their 70's. Kay is a keen affiliated competitor and is a registered member of BD and BSJA with her horses Lets Dance and Benjamin Button.

### A Retailer's View - Anna Franklin

**Anna** is Assistant Manager at Thomas Irving Equestrian Superstore, one of the UK's largest independent equine retailers, with 16,000ft of floor space, and over 100 brands. Anna graduated from the University of West England (Hartpury) with a BSc (hons) in Sports Science. She has participated in Pony Club, Riding Club, BE, BS, BD and Showing over the years, competing internationally in Canada, Ireland, Switzerland for Student Riders and in France for Eventing.



# Booking Form

## BETA Conference 2015

Conference Packages	Delegate Rates (excl VAT) Per person	Number Required	Total Cost (excl VAT)
<b>Delegate Full One-Day Conference</b>			
MEMBER	£45		
NON-MEMBER	£75		
<b>Sunday-night dinner only per person</b>			
MEMBER	£30		
NON-MEMBER	£40		
<b>Delegate Full Conference Package including accommodation</b>			
MEMBER Single	£105		
Per person Twin/Double	£95		
NON-MEMBER Single	£140		
Per person Twin/Double	£120		
<b>Optional Extras</b>			
Accompanying guest not attending conference staying in same room £50 surcharge.			
Yes, I am interested in the Day Spa option, please contact me to provide further details. <input type="checkbox"/>			
<b>Sub Total</b> _____ <b>+20% VAT</b> _____ <b>Total Amount</b> _____			
Please note, room availability is limited, so book early to avoid disappointment.			

### Booking Terms & Conditions

All bookings must be received in writing by post, fax or email. The person signing the booking form must have the appropriate authority to make the booking.

We will confirm telephone reservations only after receiving a booking form that is authorised for payment. This must be received within ten working days from the date you make the reservation to guarantee the place. Changes to details made by telephone will not be accepted.

If you withdraw from a confirmed booking and your place is not taken by someone else from your organisation when you withdraw, you must pay a cancellation fee.

### Notice of Cancellation

2 weeks – 4 weeks	50%
Less than 2 weeks	100%

### *Please note that reservations will not be accepted without payment.*

When you have completed this booking form, please return to BETA:

Fax: 01937 582728 or

Post: British Equestrian Trade Association, East Wing, Stockeld Park, Wetherby, LS22 4AW or

Email: [laurac@beta-int.com](mailto:laurac@beta-int.com)

## CONTACT DETAILS

### PLEASE PRINT IN BLOCK CAPITALS

Mr/Mrs/Ms First Name \_\_\_\_\_ Surname \_\_\_\_\_

Company \_\_\_\_\_

Additional Delegate Names \_\_\_\_\_ Separate Rooms Twin/DbI \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Special Dietary Requirements \_\_\_\_\_

### Payment Details

Cheque – I enclose a cheque payable to BETA

Credit Card – Please charge my credit card  Visa  Mastercard  Switch only

Card number \_\_\_\_\_ Expiry Date \_\_\_\_\_

Security number (last 3 digits on the reverse of the card) \_\_\_\_\_ Total to be debited \_\_\_\_\_

## Venue Details

### Whittlebury Hall Management Training Centre, Hotel & Spa is

located in the heart of rural Northamptonshire, near Towcester, just 10 minutes from Junction 15a of the M1 motorway.

Postcode: NN12 8QH

Telephone: 01327 857857

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

