



BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM CBE.CVO.

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Subscriptions July 2026 - June 2027

Membership Category

		NETT £	VAT £	TOTAL £	
Retail	A up to £85 000 turnover	122.00	24.40	146.40	
	B £85 - £350 000 turnover	185.00	37.00	222.00	
	C £350 000 and higher turnover	286.00	57.20	343.20	
	D Store Groups of more than 5 Outlets	719.00	143.80	862.80	
Trade	Manufacturer/Wholesaler				
	D Up to £250, 000 turnover	296.00	59.20	355.20	
	C £250 - £500,000 turnover	633.00	126.60	759.60	
	B £500 - £1 million turnover	932.00	186.40	1118.40	
	A £1 million and Higher turnover	1102.00	220.40	1322.40	
Equine		112.00	22.40	134.40	
Agents		160.00	32.00	192.00	
Associate	A Up to £1 million turnover	160.00	32.00	192.00	
	B Over £1 million turnover	296.00	59.20	355.20	
Overseas	Retail	A Up to £350 000 turnover	160.00	0.00	160.00
		B Over £350 000 turnover	252.00	0.00	252.00
		C Store Groups of 6+ stores	505.00	0.00	505.00
	Trade	A Up to £500 - £1 million turnover	932.00	0.00	932.00
		B Over £1 million turnover	1102.00	0.00	1102.00
		C £250 - £500,000 turnover	633.00	0.00	633.00
		D Up to £250,000 turnover	296.00	0.00	296.00
	Administration Joining Fee (one off upfront payment)		43.00	8.60	51.60

*Prices are valid for all applications submitted by 30 June. Subscriptions are revised annually on 1 July.
For the purposes of subscriptions, companies located in the Republic of Ireland are NOT classed as being overseas.*

Chairman: Kathryn Jaquet; Vice Chairman: Sarfraz Mian; Hon. Treasurer: Wendy Hofstee
Executive Director & Secretary: Claire Williams
Registered in England and Wales No. 1353314



This is BETA

Why join?

The British Equestrian Trade Association is here to help the equestrian industry, to help individual companies to get the most out of the equestrian industry, to help you develop your business profitably.

How is BETA organised?

The President is Jane Holderness-Roddam CBE. CVO. An Eventer at Olympic level, and former Chairman of British Eventing, Jane runs a successful stud and artificial insemination centre. Our Vice President is Antony Wakeham MBE who helped to found the Association.

BETA is a company limited by guarantee. It also owns EMC Ltd, the Association's trading arm which publishes 'Equestrian Trade News' and offers mailing services.

BETA is run by a Board comprising the Chairman, the Vice Chairman and the Treasurer alongside the remaining sub-committee Chair people. It works closely with BETA's Advisory Council that guides the work of the Association and provides feedback on the trade and issues of concern and interest.

The Advisory Council is elected by members at the Annual General Meeting. The Council comprises a Chairman, (Kathryn Jaquet), a Vice Chairman (Sarfraz Mian), an Honorary Treasurer (Wendy Hofstee) and up to twenty Council members, a maximum of six of whom may come from any one line of business – i.e. Clothing or Saddlery etc.

This group acts in an advisory capacity to the Board and oversees the work of its active sub-committees:

Trade Fairs – This committee is responsible for advising on the direction of the BETA International Trade Fair run by Raccoon Media Ltd who acquired the Trade Fair in 2024.

Retailers – The responsibilities of this committee include any items relating to retail members of the association. The retail committee puts forward ideas to the Council on behalf of retailers. Members of the retail committee are elected from council with additional co-options.

P.R. (Public Relations) – This committee is responsible for the promotion of BETA to both our members and the wider trade and riding public. They develop the promotions that BETA undertakes, decides which fairs & events that BETA has a presence at and guides the preparation of all material that is distributed on behalf of the Association.

Equine & Pet Health – This committee deals with matters relating to Medicines' Legislation. It was the force behind getting horse wormers back onto saddlery retail shelves and has been key in retaining and extending this right under current Veterinary Medicines Legislation.

Feed – Set up to deal with all matters affecting the equine feed industry including best practice and legislation. It has produced an extensive "Guide to Feed Labelling and Claims" for members and runs two successful feed assurance schemes, one to reduce the occurrence of Natural and Other Prohibited Substances (NOPS) and the other for feed suitable for horses prone to gastric ulcers (EGUS). In 2025 we launched the Equine Nutritionists and Feed Adviser Register (ENFAR) to highlight those appropriately qualified to advise on equine nutrition.

Safety – This committee looks after the safety equipment quality schemes run by BETA including the world leading BETA Body Protector Standard and provides input to the development of EU standards for hats and body protectors.

Secretariat

The Association is managed by the Executive Director & Secretary, Claire Williams and assisted by Agy Mossakowska. Stacy Coates and Rebecca Middleton assist with administration. Our Field Officer Tricia Nassau Williams works from the South West. We are supported by Office Manager Rachael McCarthy.

The Past

BETA was formed in 1979 and since then has grown rapidly to the point where it is accepted as the official body for the trade by Government and all leading equestrian organisations. BETA is seen as the major source of reliable data on the industry.

Some of our main achievements include:

BETA Body Protector Standard
Negotiating the rights for saddlers to sell equine wormers
BETA International Fair
VAT Second Hand Scheme
BETA NOPS Scheme & Feed Assurance Scheme

The Present

Membership currently stands at approximately 750 firms. We represent the trade on a number of bodies including:

British Equestrian Federation
British Horse Council
Animal Medicines Training Regulatory Authority
BSI Standards Committee for hats and body protectors

The Future

For nearly 50 years BETA has been the representative body for the equestrian trade to government, sporting regulators, riding organisations and standards bodies. BETA lobbies on the industry's behalf on matters of policy and legislation that impact on our trade ranging from VAT on riding hats to the access for British exporters to key overseas markets. Safety for horse and rider are areas we continue to work on. Safety, Feed and Welfare campaigns are run to great acclaim throughout the year.

We are committed to on-going market research, to the promotion of BETA to the riding public to drive customers into store and to the growth of riding.

Plans for the future include the development of a BETA standard for safety stirrups, a rider safety equipment fitters register and the expansion of the NOPS scheme to topicals. We continue to engage in the debate around the public perception of equestrian sport.

If you would like BETA to help you, fill in the application form today and get the backing of a progressive and successful trade association.

Membership Application

All applications are put forward to Council for consideration. If companies are new or not known to Council then a member of Council will visit the premises. Companies who have been in business for less than 12 months or who are not VAT registered are offered provisional membership for a maximum of 2 years. After this time the membership is reassessed for full membership status. Provisional membership does not carry any voting rights. Overseas membership qualifies you for member rates at the Trade Fair, but does not carry voting rights.