

Candidate name: Andrew Amy

1. During your two-year term at BE if you could change 3 things

a) In order of importance what would these be?

1. I would look for a new format for grassroots (GR) eventing. A fresh, modern format that is desirable and makes GR riders want to affiliate & take part in BE competitions. To do this everyone involved with the redesign has to approach it with no recollection of how it is done today. You cannot solve the GR problem by replicating what is done & executed well in the unaffiliated sector of eventing. BE's version of GR eventing must have its own identity & be different to what is available elsewhere.
2. I would focus on improving the health of BE. This is done in two ways, firstly by diversifying revenue streams away from relying on membership fees. There are a number of ways BE could use its brand to generate revenue, the UK is the home of eventing as shown this year at major championships, BE therefore has a recognised brand & brand ambassadors in the form of world class riders. For example, BE merchandise with people's favourite horse and rider combinations featured. Secondly, look at reducing cost & wastage, BE is the governing body for the sport of eventing in the UK, but I suspect BE also does a lot of administrative tasks that perhaps should be the responsibility of another organisation. One example would be entries, can this be outsourced to a third party?
3. Addressing what feels like a problem with show venues not generating sufficient income from eventing to continue offering shows, Keysoe International as an example. Without willing show venues there cannot be eventing. BE should work closely with show venues, not the day to day running of shows, but on a strategic level to ensure they're financially viable. As show venues like Keysoe International depend on food & drink sales, ways should be found to encourage spectators & competitors to spend more money on food & drink. Speaking from experience, I competed at Keysoe this year, my times for each section were so close together I completed all three stages within 2 hours. I would suspect that people spend more money at shows when they're hanging around and waiting. Why not stretch out the times between each section? It would arguably be better for animal welfare, and as a competitor I would feel less rushed and treat it as more of a day out & perhaps enjoy the experience more. At the same time, if there was sufficient time between each discipline, people may opt to have lunch at venues where they provide that type of service.

b) What results would you hope to achieve from those changes?

1. Point 1 would encourage GR riders to affiliate. This would increase revenue for BE & show venues.

2. Point 2 would ensure BE has a stable future ahead of it & hopefully change the narrative of uncertainty & poorly spending members hard earned money on projects that are expensive & without a great amount of success.
3. Point 3 would help the future of BE & eventing in the UK.

2. What do you think BE should do to compete with the growing number of unregulated events targeting riders at 80, 90 and 100 levels and the linked grassroots series which have started up?

1. I think this is a much tougher challenge than it sounds. GR riders are swapping to unaffiliated eventing because it is well run & cheaper, an example is the Cotswold Cup. Replicating what unaffiliated competitions are doing right now is not enough. In the world of creating software products, the rule is if you are going to create a new product to challenge an incumbent, it has to be 10 times better than what is currently available to overcome the customer inertia problem. GR eventing with BE has to be an experience not found elsewhere & never done before. It shouldn't be just about the sport, there should be a focus on the experience – entertainment, a Q&A with professional riders, live music, something to entertain children, perhaps a creche for when mum is riding to make it easier and more fun? Identifying why amateur riders event, what they want & need from eventing & using that information to build a new format will help solve the GR problem BE is facing. But, it'll require open minds & experimentation with the mindset that it might fail the first time & require further experimentation & testing, it is rare to find a solution first time.

One thing I do really like & can see other amateurs also liking about unaffiliated events, is you enter and there is no balloting. People who work full time, potentially have a family & also compete are time starved. Combined with potentially limited venues in your area, the uncertainty of the ballot process is a massive turn off. Busy people need certainty so they can schedule & plan. Balloting leads to uncertainty & a plan which might have to change. For GR events perhaps the entry process should be changed?

3. What do you see as the biggest issue facing BE currently and why?

1. Brand. Anecdotally BE isn't well regarded in the equestrian community, it is perhaps seen more as a necessary evil. As a membership based business, the brand & narrative needs to change and then BE will be a success, because for the brand & narrative to become a positive one, significant change will have already happened at BE.

4. How do you see yourself serving the "middle tier" membership? The Novice/Intermediate Riders who are not GR nor are they Elite, but they make up a great majority of the membership and are often the producers of the next Elite superstar horse so a very key part of our Sport.

1. Firstly, I think BE should carry out surveys to identify what the "middle tier" want to see more of, less of and what they would like to see starting. One suggestion perhaps would be to introduce Novice/ Intermediate levels at the prestigious events like Badminton.

Why is it that GR riders have the opportunity to compete at Badminton but established riders do not. That seems unfair and should change if it is possible.

5. The Rider Working Groups have already demonstrated their beneficial input to BE; including the Novice Masters, Area Festivals and Bicton 90/100 three day. If elected, what would you like from us in 2022/3?

More of the same! The Rider Working Groups are the voice of paying members with collectively far more information on BE and how well it is run & serves its purpose than any one individual who works for BE or is a director. If elected, I would first like a Zoom call with The Working Rider Groups to establish key pain points direct from the horse's mouth.