

Meeting held online 20/10/21

2-3.05pm

Seven Nov-Adv RWG representatives, one ERA representative and one BE representative present.

NM - Novice Masters

RWG - Rider Working Group

BE - British Eventing

Meeting held after the NM's last event of the season to discuss what did work, what didn't work, and what BE are trying to do moving forward. The results from the survey have been shared amongst RWG.

BE noted that there may be a couple of rule changes ahead of next year but that these would go through Sport's Committee.

New chair of Nov-Adv RWG has been recently elected and will now be main point of contact with BE.

BE thanked the RWG for their work as the competitors really appreciated it. The hard work into coordinating sponsors, discussions with organisers, running social media, and actually be on the ground at events was acknowledged by BE. The results from the NM survey were overwhelmingly positive and brilliant. The riders seemed to love the series and these survey results have been shared internally at BE.

It was asked by RWG whether there could be a follow up email thanking people for submitting their survey answers and then providing a follow up explanation of why certain things are the way they are - action decision yes/no?

RWG chair ran briefly through the accompanying document to summarise the group's overall feedback. Feedback was then gained from individuals' perspective with the following points noted:

- \* Feedback from organiser's representative was that the showjumping height was originally set at IN height to help organiser's with timetabling should they have wished to scramble those sections. No organisers scrambled the sections, however, and the forthcoming IM should further separate the different heights of the showjumping. The statistics from Eventing Scores stated that the clear round rates at each event were in keeping with all the other classes held at that same event but that some who didn't enter felt it was just a little bit much for those truly novice horses. Note: the internal vote held by the RWG was 6:2 in favour of making the showjumping 1.15m/2\* as opposed to IN height/the same as 2021. Rule change may need to go through Sport's Committee.
- \* There is hope that there will be a Scottish venue for 2022. Various options are in discussion.
- \* The survey only captures those who actually competed in NM and therefore didn't capture the reasons behind not entering from people who were qualified but didn't participate.
- \* Little Downham's extra loop and additional technicality was appreciated by those there. Going forwards, ensure very clear information regarding difference between Novice route and NM route on the XC. This idea was also offered by Allerton.
- \* The overarching feeling is that the series was pitched 'just right'.
- \* There were a few queries on the ground regarding the series as an amateur class but that it had never been advertised as such. It is, and always has been, for the mid tier, and as long as they're

not in the elite, they should be allowed to complete. This allowed middle pros and ex 5\* riders to have something to aim for too. Keep integrity and ethos for the middle demographics of membership moving forwards.

- \* There was a lot of effort from the RWG on site and that it is hard to please everyone!
- \* The organisers did a great job individually, in different ways, and made each class a special event.
- \* Emphasis placed on importance of special prizes being appreciated and the draw for the Jump For Joy jump was perceived as being better than on the podium. Plaques were a great addition. Prizegivings were also appreciated as they have been missing for so long.
- \* There were comments about it being a long day with large gaps between dressage and jumping, particularly at Weston Park. BE to look into why the waiting times were so long (same day dressage and consecutive running of competitors in the NM section) and whether timetabling can be tweaked in future.
- \* Social media mentions of daylight concerns with running sections late at the end of the day, particular when it's a bright sunny day.
- \* Not just specific to NM, but communications regarding day before dressage options and scheduling or possible day changes need to be published much further in advance to help manage everyone's expectations. BE's CEO aware of this.
- \* An initial survey feedback collation was undertaken by a RWG member and BE are internally collating the information too.

Sponsorship packages and their frameworks are being reexamined. BE are forming business partnerships with sponsors, predominantly focusing on social media, digital content and a little bit of hospitality. Being incorporated into this would be sponsorship of things like NM, Area Festivals etc. This will help put money directly into the sport and cut out the middle man and the feedback has been positive so far. NM to maintain rosettes, sashes, glassware, and rugs. EHOA no longer to sponsor prizes in the class.

Varying different levels of sponsorship so RWG have been asked to offer suggestions as to any established contacts. The RWG member in charge of sponsorship offered up previous sponsors' intentions to remain involved in some capacity (Horsequest, Le Mieux, Betta Life, EventfulLife and Equireel etc.). Continued sponsorship would allow for reutilisation of signage and branding.

BE will be in touch in due course about whether any members of RWG would like to still remain involved with logistics etc. Members of the groups volunteered to assist.