



This is BETA

Why join BETA?

BETA 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. LVO. An Eventer at Olympic level, and former Chairman of British Eventing, Jane is currently Chairman of the British Equestrian Federation Council and President of the Fortune Centre for Riding. She runs a successful stud and artificial insemination centre.

The British Equestrian Trade Association Limited is a company limited by guarantee. It also owns EMC Ltd, the Association's trading arm which publishes 'Equestrian Trade News', the 'British Equestrian Directory' as well as the 'Trade Suppliers Directory', and operates databases and mailing services as well as organising the BETA International Trade Fair.

BETA is run by a Council who are elected by members at the Annual General Meeting. The Council comprises a Chairman, (Alison Sherwood Bruce), a Vice Chairman (Ian Hassard), an Honorary Treasurer (Simon Parker) and up to twenty Council members, a maximum of six of whom may come from any one line of business – ie Clothing or Saddlery etc.

The Council oversees six active sub-committees:

Finance and General Purposes – Comprises the Chairman, the Vice Chairman and the Treasurer of BETA and the remaining sub-committee Chairmen plus co-options as required. This group acts in an advisory capacity to the management of the BETA Group and approves the budgets for the group annually.

Trade Fairs – This committee is responsible for advising on the direction of the BETA International Trade Fair run by EMC Ltd which was acquired by BETA 1997.

Retailers – The responsibilities of this committee include any items relating to retail members of the association other than those discussed by the full Council. 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 trade fairs 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 'wormers' back onto saddlery retail shelves and has been instrumental in retaining and extending this right under the new Veterinary Medicines Act. It is responsible for running training courses on behalf of AMTRA.

Feed – Set up to deal with all matters affecting the equine feed industry including best practice and legislation. It introduced a marketing code of practice for the feed industry and is currently working on the issue of naturally occurring substances, such as morphine, contaminating feed & has introduced an independently audited manufacturing code of conduct with the support of the racing authorities.

Secretariat

The Association is managed by the Executive Director & Secretary, Claire Williams and is assisted by Tina Rogers.

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 the main achievements of the Association include:

- BETA 2009 Body Protector Standard
- Training Courses
- The Saddlers List and changes to the Medicines Act
- BETA International Fair
- VAT Second Hand Scheme
- Codes of Conduct for Retailers, Suppliers and the Feed Industry

The Present

Membership currently stands at approximately 800 firms.

We represent the trade on a number of bodies including:

- British Equestrian Federation
- British Horse Industry Confederation
- Horse and Pony Taxation Committee
- All Party Parliamentary Group for the Horse
- BSI Standards Committee for hats and body protectors

The Future

Having cemented our status as the representative body for the equestrian industry to local and national government, riding organisations and legislative bodies, BETA is more active than ever before in lobbying on matters of policy and legislation which impact on the equestrian industry, ranging from VAT on riding hats to the maintenance of the right of saddlers to sell wormers. We have secured significant funding to assist companies in developing export markets since 2001 and the BETA International Trade Fair continues to grow and attract buyers and exhibitors from all over the world. Safety and Consumer protection are areas we expect to undergo considerable development as are the range of training courses available to members. 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 2012 include promoting the feed industry's NOPS Code, developing a standard for air vests, launching formal qualifications for the fitting of safety equipment and assisting member companies.

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.



BRITISH EQUESTRIAN TRADE ASSOCIATION

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SUBSCRIPTIONS 2011

Membership Category

		NETT £	VAT £	TOTAL £
Retail	A up to £64 000 turnover	71.50	14.30	85.80
	B £64 - £150 000 turnover	96.00	19.20	115.20
	C £150-£350 000 turnover	119.00	23.80	142.80
	D £350 000 and higher turnover	179.00	35.80	214.80
	E Store Groups of more than 5 outlets	481.00	96.20	577.20
Trade	Manufacturer/Wholesaler			
	D Up to £250,000 turnover	199.00	39.80	238.80
	C £250,000 - £500,000	425.00	85.00	510.00
	B £500,000 - £1 million	624.00	124.80	748.80
	A £1 million+	738.00	147.60	885.60
Equine		74.50	14.90	89.40
Agents		107.00	21.40	128.40
Associate		96.00	19.20	115.20
Overseas	Retail	107.00	0.00	107.00
	Trade			
	B Up to £1m turnover	624.00	0.00	624.00
	A Over £1m Turnover	738.00	0.00	738.00
Administration Fee		25.00	5.00	30.00