

Date: 17th November 2018. 13.30-17.30 hrs
Venue: The Royal Veterinary School
Present: As per attached list (at Appendix A), 36 attendees
By Proxy: -"- , 13 proxies
Apologies: -"- , 17 apologies including Trustees Kirtsy Carson & Freija Glansdorp who could not be present.



Dave Savage opened the meeting, welcomed everyone and thanked them for coming. A short key note presentation was then given by Jenny Clements BVSc MSc Cert EM (IntMed) MRCVS, a lecturer in Equine Practice at the Dick Vet. Looking into sweet itch management Jenny took us through some of the new developments in the science: slides attached. Interestingly the Welsh and Shire breeds are also pre-disposed to sweet itch. Some indications exist that there could be a genetic link but this is disproved by Icelandics as there is, as we know, no incidence of sweet itch in their home country. If genetics were involved some presentations in Iceland might be expected despite the lack of the midge. 75% prevalence in the 7-15 year old Icelandic imports. Immuno-therapy treatment options are the new area of research: 3 types.

(1) Bespoke desensitising injections now available – the formula of each injection determined by allergen testing at a cost of c. £10 per month. Sweet itch is not just caused by the Culicoides midge. Jenny said she would be really keen to work with horses that just present with sweet itch to look at efficacy of the treatment – feeling that the therapy is currently underutilised.

(2) Bioplus capsules another treatment option - immune-modulating treatment – no veterinary medicine licence but as a food supplement, safe but not yet evidence based re. success.

(3) Horse & Hound in October 2018 reported on vaccine trials – done on 35 Icelandics in Switzerland – a commercially viable product may be available in 2021 as 68% improvement was shown in the clinical trial. Import licences could add to the delay once the vaccine is commercially available.

Q; any evidence of horses 'growing out of it'? A; none known. Every year is different so management evolves, maybe better management rather than a cure? Maybe better allergen tolerance develops.

Q; are the bespoke injections available without the allergen testing? A; Not any more.

Q; Does diet impact? Nothing written/researched.

The Chairman then thanked Jenny for her interesting insight into the topic.

2018-agm1 Minutes of the Annual General Meeting 2017

These were accepted as a true record and signed proposed by Philippa Pringle & seconded by Nicola Guenigault and voted through unanimously.

2018-agm2 Matters Arising

There were no matters arising not taken under the Agenda.

2018-agm3 Annual reports & accounts financial year ended 31/07/2018

With copies previously sent, (hard copy by post by 21st October) to all members, the Annual Accounts and Trustee reports had been received back from the accountants after Independent Examination in late September and had been discussed and adopted by the Trustees at their meeting on 8th October 2018.

Each Trustee took the meeting through their report – highlighting key areas of interest. Copies of all slides are appended to these notes.

Dave – Welfare: Dave explained he had been covering the welfare brief this year as 1st point of contact. However, there had been only one contact in 2017/18 which proved, on investigation, to be a ‘non-event’.

Nicola – Leisure: Nicola took the meeting through some key themes that emerged from the survey (done at the start of the year), these results and themes setting the context for the work done this year. The survey had had a good uptake with 127 participants and demonstrated just how diverse our activities are as are our aspirations for our horses. You name it, we do it. This gives us a challenge as to how we address the needs of the community as well as those familiar barriers of lack of training or knowledge, confidence and/or time and distance.

The following presentations then looked at what had been done in year and what initiatives were planned and/or in the pipeline to address some of the issues identified in the survey.

Karen - Marketing & Communication: Karen set out in her presentation, how, in her 1st year as a Trustee, she felt that it was important to find out where we are and how the membership perceives the Society and what they want. Several strands of work were ongoing as highlighted below and in the attached slides. So, for her, 2018 was a year of evaluation, thinking and talking.

- a) Area Reps. What are they/where are they/what do they do/is there one model that fits all? How do we get a model that works and delivers all those diverse agendas/wish lists that the survey identified? Barry Laker was used as a sounding board and asked to develop a wish list. But, from where we were as a Society, it was impossible to deliver on this list, during 2018. It will be reviewed again in 2019.
- b) The survey said people wanted more information about each other/trustees etc. Rider profiles were developed but these have proved very time consuming and actually there has been very little uptake by members.
- c) Merchandise – was requested but again everyone wanted different things.
- d) Leisure as a ‘discipline’ needed to catch up with Sport so that all members felt that their needs were being addressed with the segment and gap analysis coming out of the survey showing we need to appeal to the broadest sector.
- e) Looking at how we communicate with members and how Facebook is not and should not be the main means of communication; Ebulletins AND Sleipnir are the most important and are member benefits. Karen also made a plea to members too please; if you have questions/queries/emojis/praise/ideas etc. then please just email – this allows for a better and more immediate response from the relevant Trustee/Team leader – rather than using Facebook.

Karen reminded the meeting of the current IHSGB activities that are available for those wishing to participate. She also introduced the concept of different leagues – where the IHSGB could reward Icelandic riders/members for doing different things but with an ‘Icelandic’ twist that ensured tie back into the uniqueness of our horses and the Society itself. These leagues are optional to participate in and Trec, Endurance and Showing leagues start on 1st December. Interestingly the floor was split over the benefit or not of such initiatives – some welcoming them and saying they were a great idea and others decrying the ‘must do’ qualifying elements of each league.

Looking at member benefits, Karen shared the fact that vets from the RVS would like to use our pure breed horse population as a learning resource. This news followed discussions with members of the team from Dick Vet this Saturday morning so was very current – watch this space!

Q; Please add members only area password on bottom of e-bulletins as a reminder as well as link to the formal minutes from meetings. A; Jem agreed.

Q; Why are the minutes in the open area rather than members only? A; Jem replied that this was simply due to the growth of the website. A review and improvement of the structure of the website was on the 'to do list'.

Q; Please add 'how to' guides to the website eg: pointers as to how to organise a 'Have a go' show. A; Some forms and advice sheets are already present under Sport section but as requested these will be expanded – should these go on members only page??

Q; Are there GPPR security issues re. the members' area given there is only one password which could be shared or still permits log in once a member has left? A; Nicola, having some expertise in this area, assured the meeting that no personally identified data was available on this members area so that there were no GPPR compliance issues or risks. But Q; if a member leaves then still have access to the website? A; Nicola - yes but the password is changed regularly and the time, bureaucracy and costs of unique log-ins was agreed, by the meeting, not to be a sensible option.

Mike – Sport; Here the opportunity to compete is the big issue. Accordingly, the Sports team looked, last winter, at Shona's initiative which she wanted to develop. Travelling, facilities and cost are the barriers for most so Tolt on Line (TOL) was developed. Mike, as sports leader is hard wired into the sports system of FEIF, so anything has to be done to an official standard. Accordingly TOL is judged by FEIF judges. TOL is both a COACHING and judging aid. Mike explained how, in the UK, we are desperate for oval track facilities – there are only 5, privately owned, across the country. So this initiative needed to allow participants to improve their gait riding in facilities that they can access – a 40 x 20m school for example (apart from 5 gait which needs 60 x 20m). Mike stressed that the personal feedback from the coach is really good and the initiative has now been expanded to include a competition element – Winter TOL competitions. Each test costs £12, payable through paypal, and this is for a test both marked by a FEIF judge and with training tips and feedback. Paying a 10 euro fee to the judges means we can access this expertise. Any additional or new dressage elements can be introduced in due course but roll out will be demand driven.

The use of FEIF judges means marks should be consistent across submitted tests allowing a clear idea of progression/improvement and into competition. BUT video submissions might be 'the best test you've done that day' rather than presenting at an official show where you get one chance to compete and be marked. Contra this against the fact that the riding school you are using for your TOL might have a poor tolt surface or the video quality might be low.

Philippa Pringle then starred as the TOL demonstrator and the meeting watched a video of her submitted test, filmed on her i-phone in an outdoor school together with the judges report and training tips on each element of the test. Thank you Philippa! Philippa remarked she found it really helpful to get the judge's comments back and then watch the video again and that it has helped her to improve. Gundula interjected to 'sing Fi's (FI Pugh) praises as an International Judge' in her absence and that she was a great resource for us to have in this country.

The TOL tool is on the website, it is very easy to use and a group of 4-5 people coming together to rent a school makes it even more cost effective – you could even apply for a grant to help with the school hire costs.

Note: if running the test on grass please make sure there are clear reference marks on the surface to allow the judge to determine the length/layout etc. of schooling area.

Q: If paid double could you get marked by both judges? A: Yes, but probably more benefit to be had in doing 2 tests. If a candidate submits more than one test then these are sent to different judges to get a broader breadth of feedback.

Ruth Aitkin offered the use of their oval track to do this at any time which received a warm THANK YOU from Mike and the meeting!!

Jem – Education & Communications; Jem's presentation focused on Education – a big hole evident from the survey results. Long distances, availability of trainers and the types of trainers and level of teaching, costs, time and insurances all barriers. We want to deliver an initiative from Shetland to the South, from East to West. Initial pilot of 6 courses over the year although, if successful, may be possible to offer 12 courses in year. See slides. New weekend course at £140 each per member regardless of venue with 10 participants at each. **How do we implement? We need help from local reps and local members – we need you to come up with suggested dates, venues, local participants and help looking after trainers! Please email Jem! Start talking!** The courses will fill on a 1st come 1st served or, if very over-subscribed then the same area can look at organising another course quickly! Aberdeen was proposed as another hub and also using Disa as a trainer who is based in Ireland. Just let Jem know! And also advise what calibre/specialisms of the trainer are required for the area.

This initiative was welcomed by the floor with a round of applause and many asking when can we start/sign up? Jem confirmed that three trainers are already booked - one each from Denmark, Holland and Iceland. Jem will be progressing the pilot with local reps and members asap.

Gundula Sharman, from the floor, said that the training of trainers was important. Jem explained she was already in discussion with Fi Pugh re. this and that it was the next topic to advance. Gundula stressed that this a good time to get involved internationally on this, the educational materials are being developed and it is time for us to engage with the other English speaking countries – NZ/Australia/US. Jem said she has been in touch with Australian counterparts and is also accessing Germany resources (translated!) but this is the next thing. Gundula stressed that there was a small time window of opportunity.

Ellen - Breeding (& Studbook for Freija); Ellen outlined key facts and figures from the studbook including the statistic that c. 54% of the British registered horses were actually born in Great Britain. Foal registrations are now recovering after the 'lean' years with 22 mares covered last year including one A.I. foal. The main tasks of the studbook registrar were shared including the recent work stemming from legal implications around the new GDPR regulations and the need for the studbook and World Fengur to become compliant. The Central Equine Database also had to be populated and owner information deleted again to meet the letter of the law. Also compliance with new EU and British passport regulations – both the Studbook and Breeding departments are trying to make sense of the lengthy tomes and updating all our 'how to' guides/studbook rules etc.

The Breeding Team organise one major event a year; in 2017 the annual event was a combined Education event with seminars on physio and specialist shoeing for gait development. In 2018 the team are organising a natural horsemanship course with a renowned international behaviourist, taking place in December. In 2019 there are plans to run another breeding assessment, for young horses, with a judge travelling around the country. However this event would also offer ridden assessments highlighting an individual horse's conformation suitability for the job required.... a personal assessment and development programme to help alleviate any presenting problems/conformational faults. This educational assessment last took place in 2016

when it was both entertaining and informative and, in 2019, the Breeding Team want to offer this ridden assessment again - giving you the opportunity to learn more about your own horse

Q; Gundula – Scotland is not part of DEFRA, what implications does this have? A; Ellen replied that there was uncertainty around many of the new regulations eg: compulsory microchipping and new studbook regulations – do these include Scotland? She explained that she and Freija are receiving information all the time and trying to keep abreast of it and interpret it with immediate implementation once known.

Debbie – Finance; Taking the meeting through the Accounts (previously circulated) Debbie challenged the audience with a 15 question quiz to familiarise members with the headline figures and increase their understanding and awareness of the financial management and scope of the Society. In summary –

- The year had resulted in a surplus of £5,569
- At the 31st July there we had £14.5k cash in the bank
- The bottom line of the balance sheet (ie: what the Society is worth) was £34.5k.

The attached slides provide the detail of this presentation.

- There were no other questions to the Trustees on their reports and the meeting was asked to adopt the accounts and annual report. Proposed by Dave Savage & seconded by Moira Wedel the meeting unanimously adopted the 2017/18 final accounts and Annual Report.

- The re-appointment of Bevan and Buckland as Independent Examiners to the Accounts was endorsed for 2018/18 proposed by David Savage, seconded by Delia Marriott and voted through unanimously.

IHSGB Budget 2018 - 2020 including IHSGB subscriptions

Budgets for the next three years were then presented by DE. Proposed by DS and seconded by NG the 2018-21 rolling budget was unanimously adopted, as a month 0 /opening budget for the year. The meeting note and understood that it was planned to run a deficit budget for the 2018/19 financial year ie: we plan to spend £3k more than we receive in income to allow us to pump prime some of the new initiatives, using monies generated in previous years.

Q; Gundula – what is the right size for a balance sheet for the Society? A; it is a balancing act between having investments that bring in revenue streams which can be used for member benefits and ‘living within our means’, not over-spending but not building up cash balances that are not utilised. Flexibility is key, having the financial security to be able to launch new initiatives for example. Mike Adams also added that the emphasis of the Society changes over time, an older aspiration being to build reserves to potentially fund an oval track. But where? We have seen that a track in the Midlands would not benefit many in this room today. So the current direction of the Society is to increase the emphasis on member development and education.

Member retention is a problem; Mike was passionate in his support for the Society pointing out that we are linked into the top governing body of the equine sport internationally and that all of us need to convince non-member Ikey owners to sign up, to support their Society.

Heather Morrison remarked that she has seen that membership has been consistent over many years and that, maybe, this was the critical mass for membership. However it seems that many more activities are now

being undertaken and more knowledge of what we are all doing is being shared through Social media, does this mean we have a more active membership now?

Thoughts from the floor;

- Every Icelandic horse owner should be a member.
- Our horses are unique so why not belong to a unique society?
- The annual membership of £36 is not a lot of money for a horse owner.

Catherine Holland gave thanks from the floor for the passion and time of all the Trustees/management team. In turn Nicola thanked Catherine for her work as the new editor of Sleipnir.

Catherine said that, as Editor, she now has more contact with the members and feels members need to do more in promoting both the breed and the Society and talking/sharing their experiences.

Concerns were raised that the Youth membership is low suggesting more should be done to encourage youngsters to engage with the Icelandic horse. However the opportunities for children/teenagers to ride/try/get involved with the Icelandic horse is limited. The other side of the debate is that young members move on, go to university etc. and that resources invested in their early years could, perhaps, be better targeted to an older demographic, those thinking of returning to the Icelandic horse or coming new to it via referral from a friend - perhaps it is these we need to concentrate on to grow the Society.

Nicola – Leisure take (2); Nicola took the floor again and took us through her activities with the Leisure portfolio in year. New, or re-introduced, initiatives included; The Survey, Distance Award, Training on the Trail and Support.

The cut-off date for the 2018 Anoushka Distance Award had been Friday 15th November and 17 members had participated in this 5 month initiative with a total of 8,145 km recorded, equivalent to several trips to Iceland! Elaine Rannie took 1st place with Dorothy Thomas 2nd and Maria Freestone 3rd. Congratulations to all of them! Elaine was presented (actually re-presented as she held the award previously ☺) with the Anoushka trophy and, in addition, horse rugs (which will be embroidered now we know the winners) and goodie bags were awarded to Elaine and Dorothy plus rosettes. And there were some special awards too for the most horses ridden, the smartest photo entry to a reward for just taking part! Congratulations to all the winners (see photos).

2018-agm4 **Trustee Appointments**

The following Trustees stood down at the AGM;

- Kirsty Carson (Youth)
- Ellen Brimble (Breeding Leader)
- David Savage (Chair)

Nominations had been received, by 2nd November (closing date) for the Chair and Breeding Leader posts
The following resolutions were therefore proposed:

- THAT the meeting elects a Member to the role of Chair
- THAT the meeting elects a Member as Breeding Leader

Nominations had been received for: Peter Heathcote as Chair (proposed by Ellen Brimble and seconded by Freija Glansdorp) and Ellen Brimble as Breeding Leader (proposed by Freija Glansdorp and seconded by Jemimah Adams).

Given these two posts were not contested posts a resolution was proposed by Dave Savage and seconded by Gareth Guneigault that the meeting elects Peter Heathcote to the role of Chair. Another resolution, again proposed by Dave Savage and seconded by Philippa Pringle was that Ellen Brimble be re-elected to her role as Breeding Leader. These were supported unanimously by all present at the meeting.

2018-agm5 Open Forum – the future

- a) As out-going Chair Dave Savage handed this portion of the meeting to the new Chair Peter Heathcote. Mike Adams gave a vote of thanks to Dave with a card and an apple (!?) being presented to him (the latter representing a 'future apple generator' ie: a tree!). Flowers were also presented to Kirsty (to be delivered as she was unable to attend today) with many thanks for her work as a Youth Trustee over recent years. Gundula also gave a vote of thanks to Dave for his part in helping the Society move forward over the last three years. Cathleen Baldwin thanked all Trustees/Management Team here today for the AGM saying it was the 'best one ever, thank you!' Debbie gave a reciprocal thank you back to Cathleen for her help in organising the venue!
- b) Peter then introduced himself, giving the meeting a short insight into his background, experiences and skill sets, his horses and his aspirations.
- c) Q; Moira Wedel asked, with the post of Youth Trustee now vacant, what steps would the board be taking to cover this portfolio? A; It was explained that the Board will be reviewing all its roles, key tasks etc. in the New Year. Nominations for Trustee positions closed on 2nd November but it is always possible to add skills and people to sub-groups, project management teams, and/or co-opt to the Board if appropriate in year.
- d) Q; Nadene Butler asked when and where are the [2019 BC's \(British Championships\)](#) being held and what plans are there for the future? A; Mike replied: In 2019, 15-17th June in Dorset. Re. the future Mike said "I don't know". He explained that the Society tries to rotate the event, which is important, but doesn't know what tracks are on offer apart from Dorset for the future. Many of the current membership still see the BCs as a negative or elitist with the result that the event is not well supported. However others feel the BC's to be an important forum to assess their progress relative to each other. Mike remarked that 2018 was a great show with international judges and those who came had a great time. However there were not enough entrants to make it financially viable and the resultant loss was personally underwritten by members.

Discussions continued;

- Maybe change the name of the event to The Summer Show or Summer Festival
- Maybe better to have both a Scottish and Southern Show in the same year.
- More advertising as a breed showcasing event.
- Also on peoples personal property so open doors policy for all-comers can be a problem.

Q; Are indoor venues a possibility? A; Sports Team are looking at these but need to be big enough to accommodate Pace classes. Also to have the ability to corral the horses. Costs high.

Q; Phil queried why were there 5 judges this year v. 3 in previous? Was this a requirement of making it a World Ranking event? If it was, then should we? Lost money as not enough uptake by members so maybe 3 judges is all we need?

Mike explained this was a big issue and the Society tried to be fair across the country. He stressed that if anyone achieves something with their horse and feels proud of what they're doing then that is Sport, not the narrow, elitist definition that some still understand. He went on to say that, for 2019, all are

welcome to Dorset but the Sports Team/Society would be taking a serious look at the future. Catherine Holland offered accommodation to anyone en-route to Dorset in 2019. Mike added that the traditional rotation does not serve everyone very well, if there is a better model then it will be looked at.

Q; Moira asked whether the North and South split show option could be trialled? The main thing is to get as many people as possible participating. Yet the geographic rotation means there is no continuity as most would be entrants cannot go every year because of the distances involved and so, perhaps, don't bother to enter at all even in a 'local to them' year.

No easy answer.

Jean Sinclair asked whether the Society would fund a parallel Scottish show? Mike explained that little or no Society money goes into the BCs – they are self-financing. Given this it is probably inappropriate to agree monies for a Scottish show as there are just not enough members engaged in sport activity. But, if the BCs become the Summer Show, offering a wider base of activities and thus attracting more members/entrants then investment into the show by the Society might be justified..... a fun festival which includes a Sport element, as Nadene said 'spread the fun'. However this takes us back into the availability, or not, of venues from 2020 - the 'normal' 2020 rotation facility/track is not available.

A plea to all to be on the lookout for possible venues even if these are Speedway/Trotting Tracks etc. – need to think laterally if we are to keep the energy and add to the fun.

- e) Gundula asked the Board to revisit the idea of Regional structures ie; riding clubs, looking at devolving decisions, member management and money to localised Clubs. Mike replied that this was a BIG open forum question which would lead us into constitutional issues but that, in the future, there may well be a situation whereby regional devolution with the money following the membership through active and professional regional leaders is thought to be appropriate.
- f) Peter Heathcote asked the meeting/members to have a watching brief re. Insurance. He explained that he was meeting with brokers in the coming weeks. With a large insurance company poised to launch their Equine arm/policies he was hoping some benefits might be negotiated for the IHSGB and its members.
- g) Peter said he was also hopeful about sourcing some (small) discounts on riding holidays as an additional member benefit.

With people having to leave for other commitments, to catch flights etc. and there being no further questions from the floor, the meeting closed at 17.30 hrs with Peter thanking everyone for giving up their time to attend today and welcoming the very productive, energised and constructive debates. All joined Peter, our Chairman, in thanking our hosts, Dick Vet, for their hospitality especially Louise Cornish, Jenny Clements and intern Val for giving up their time to make our visit such a success. Thank you too to Fiona's team in catering and Karen's in reception.

2018-agm6 Post Meeting Note.

A provisional date of 16th November 2019 is proposed for the 2019 AGM and, by rotation, the Eastern side of the UK is indicated, maybe around the Cambridge area.

Thoughts please from all the membership re possible venues and activities.

Appendix A

IHSGB LTD				AGM 2018
ATTENDEES/APOLOGIES/PROXIES				
Name	Surname	Attended	Apologies	Proxy awarded to
MIKE	ADAMS	1		
JEM	ADAMS	1		
RUTH	AITKIN	1		
YVONNE	ARCHIBALD	1		
HILARY	ASHFORD	1		
CATHLEEN	BALDWIN	1		
PATRICIA	BARBER	-	A	CHAIRMAN
ROSEMARY	BRIDGER	-	A	
ELLEN	BRIMBLE	1		
NADENE	BUTLER	1		
PHIL	BUTLER	1		
KIRSTY	CARSON	-	A	
LESLEY	DELLAR	-	A	DAVE Savage
CAROLYNNE	DENHOLM	-	A	CHAIRMAN
SARA	DRIVER	-	A	CHAIRMAN
DEBBIE	EDE	1		
EMILY	FORDE	1		
RONA	FRAME	1		
KATE	GARDINER	1		
FREIJA	GLANSDORP	-	A	JEMIMAH
NICOLA	GUENIGALT	1		
GARETH	GUENIGALT	1		
Peter	HEATHCOTE	1		
Katherine	HEATHCOTE	1		
CATHERINE	HOLLAND	1		
Tim	Hutchinson	-	A	
Janice	Hutchinson	-	A	
HANNE	Kosinowski	1		
LYNNE	LOWE	1		
DELIA	MARIOTT	1		
KAREN	MILNE	1		
HELEN	MORRIS	1		
HEATHER	MORRISON	1		
PHILIPPA	PRINGLE	1		
Pat	Procter	1		
CAROLA	PUDDY-HENCRY	-	A	CHAIRMAN
Ian & Fi	PUGH	-	A	
ELAINE	RANNIE	1		
TORBEN	REES	-	A	JEMIMAH
MIC	RUSHEN	-	A	PETER HEATHCOTE
DORIS	RUSSELL	1		
DAVID	SAVAGE	1		
GUNDULA	SHARMAN	1		
JEREMY	SHARMAN	-	A	GUNDULA
Jean	Sinclair	1		
SMARI	SLATER	-	A	JEMIMAH
MANDY	SLATER	-	A	JEMIMAH
KAREN	SMITH	1		
DOROTHY	THOMAS	1		
KATHY	TRUSSLER	-	A	CHAIRMAN
GILL	TURTON	1		
MOIRA	WEDEL	1		
KIM	WILLOUGHBY	1		
MARIA	WRIGHT	-	A	PETER HEATHCOTE
		36	17	13

APPENDIX B: Presentations**Education**

Education




1

Education Initiative - Problems

- Long Distances between members
- Availability of trainers
- Type of trainers
- Costs
- Time
- Insurances



2

Education Initiative - Members

- From Shetland to South
- East to West

Initial Pilot:
6 areas
1 course each
Weekend
10 Participants
= 6 courses around UK for 60 riders



3

Education Initiative – Where?



- 1) Shetland
- 2) West Tarf/Etal
- 3) Spalding
- 4) Thame
- 5) Wales
- 6) Dorset
- ? Cumbria
- ? Derby

4

Education Initiative – Trainers

- Selection of Trainers to offer training to riders of all levels
- 15 trainers contacted
- Both from UK and Abroad, all inclusive in terms of trainer
- 3 have been selected as possible trainers for pilot
 - Reliant on trainer holding freelance instructor insurance
 - Selection of trainers may increase

5

Education Initiative – IHSGB and Costings

- IHSGB funds reserved towards Education in budget 2018-19
- Serve ALL members
- Take into consideration the cost of:
 - Trainer
 - Transport
 - Venue
 - Accommodation



6

Education Initiative – Result

- Initial costing per course:



- IHSGB can offer this based on the following:
 - Assuming 10 participants
 - Weekend course
 - Held at venues already selected
 - Riders should have own insurance with BHS or similar

7

Education Initiative – What Next

- Need help from local reps/members to make this a success in the beginning to allow it to grow and gain momentum
- How?
 - Help organise dates in 2018-2019
 - Help fill up the courses
 - Help look after Trainers
- Any questions or further discussion in the Open Forum



8



IHSGB Marketing & Comms

Karen Smith & Jernimah Adams

1

2018 – What do we offer?

- Evaluate where volunteers time, effort and skills should be used to good effect. Did we effectively communicate to our Members what the Society offers?
- Survey
- Sport/Breeding
- Area Reps - pilot
- Heavy activities
- NonOval – Communications/Leagues/nonRiding competitions

2

Area Reps - pilot postponed til 2019

- Shared thoughts and ideas with Barry Laker very early in my Trustee position. Well received by Barry... But then...
- Needed local events to share/promote/organise
- Reps have different levels of involvement /commitment
- Communication channels have changed

Priority 2018 – consider/evaluate/implement new initiatives for all members. Rollout: Winter 2018

2018: evaluate new initiatives, realise potential versus effort according to Survey

- Education – via You Tube videos ??
- Rider Profiles ??
- Merchandise – Clothing/IHSGB promo items/Calendars??
- Insurance & GDPR ✓✓

The Good News - What we have implemented

5

Communication Mix

- Sport was strong
- Non Sport weak
- Addressed in all communications by increasing nonSport communications which appeal to wide breadth of members
- Sport remains consistent, it is for nonSport to grow and be as strong

6

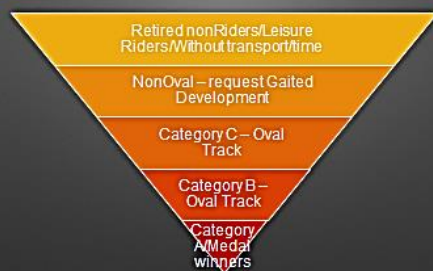
Communication Channels

- Facebook page - promoting Icelandic Horse, publishing IHSGB activities without full detail - Public
- EBulletin - linking to more in-depth detail, specifically for Members
- Website – more indepth detail (public) and Members Area
- Sleipnir (Members only)
- Instagram/YouTube/Dropbox (public)

5 official IHSGB Communication Channels



Segments & Gaps identified



9

What can you be part of?

2018

Long Distance Award, Photo Competitions, Summer Festival & BCs, Calendar, Tölt on Line evaluation, Training on the Trail

- Tölt on Line/Oval Track
- Leagues – Endurance, Trec, Showing + Gaited development
- Leisure/Gaited development

2019

- Education Hubs
- Competitions /Area Reps:

- Long Distance Awards
- Photo Competitions - nonRiders
- TOL/Training on the Trail
- FEIF 50th Birthday activities

10

IHSGB League tables
Trec/Endurance/Showing

Points system for IHSGB Leagues

Endurance GB (Pleasure Riders/LDA)	Icelandic Tölt (points)
Top Mileage + minimum Icelandic activities	IHSGB Display/Trail Shows/First
(Minimum number of Icelandic points) 30 Points	
Mileage + 30 points wins. If equal - most Icelandic points wins	
Competitions (have a Go related)	15
Actively participating in other IHSGB Leagues	10
Help to organise a IHSGB Event / Being a IHSGB volunteer	10
Joining up with IHSGB online competitions e.g. Calendar/Photo	5

Starts December 1st 2018 – Nov 2019

Be part of the Society

Support initiatives, share ideas, be an organiser, spread positive messages, join competitions, organise local hubs of activities. IHSGB will support with organising Education and Grants, guidance on guidelines/ rules, bringing limited resources together.

Studbook & Breeding

Where were our horses born?

COB	Number of horses	%
Great Britain	536	53.4
Iceland	352	35.1
Germany	33	3.3
Denmark	22	2.2
Netherlands	16	1.6
Ireland	14	1.4
Norway	10	1
Austria	8	0.8

Sweden	7	0.7
France	4	0.4
Canada	<u>1</u>	0.1

1003

Foal births over the past couple of years

YOB	registered foals	No. of different stallions used
2014	2	2
2015	5	4
2016	11	9
2017	9	9
2018	22*	11

What does the Passport office do?

- Registration & Passports
- Duplicate Passports
- Transfer of ownership
- Death of horses
- Export of horses
- Registration of imports
- Change of name / address

The legal side of the Studbook & Breeding department:

GDPR compliance

Central Equine database

EU passport regulations / UK passport regulations

The Studbook rules are updated on a regular basis in line with changing legislation

2017 event:

Education: Physio demo and Shoeing and the effect on the gaits

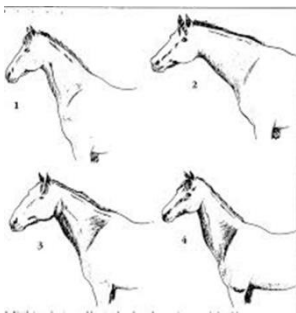
2018 event:

Natural Horsemanship course with Helmut Bramesfeld

2019 event plan:

Breeding assessment (Young Horses, perhaps full ridden FIZO)

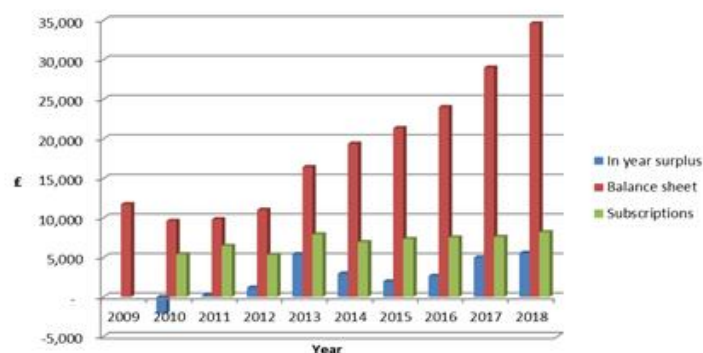
Am I asking something of my horse that it cannot do due to its conformation? What can I do to improve problems?



Young horse to ridden horse – some traits remain unchanged...



Thank you and we hope to see as many of you as possible in 2019!

Finance**HOW ARE WE DOING?**

The last 10 years.....

IHSGB LTD AGM 2018

So 15 questions to sum up our Financial Year:

- What is the major source of income for the Society?
Membership Subscriptions
In 2017/18 subs totalled £8,137
- What other income do we get?
Gift Aid, Investment Income & Studbook fees
Plus income from breeding and sports shows, courses etc.
- What was our total income?
£21,240

What was our total expenditure in 2017/18?

£15,671

So where does most of our money go?

	£
Publicity and promotion	3,062
FEIF activities (net)	837
Breeding activities	2,104
Studbook	1,637
Sport/Rider	3,878
Youth (net)	271
Insurance	233
Governance	2,637

Our main income streams:

	£
Membership Subscriptions	8,137
Gift Aid & Donations	3,257
Investment Income	559
Sport/Rider	978
Breeding	3,716
Studbook	1,589
	2,524

How much is our Society worth?

The Balance Sheet is an accounting report that allows us to see a snap shot of our Society at year end (31st July). It shows our assets and our liabilities and our net worth.

	at 31st July	£
ASSETS		
Tangible Assets	72	
Debtors	1,255	
Investments	24,166	
Cash	14,481	
Total Assets	39,974	
LIABILITIES		
Creditors	5,383	
NET ASSETS	34,591	

How much, per member, does FEIF cost us?

FEIF is bringing people together in their passion for the Icelandic horse

£3.69

So did we make a surplus or a loss? & How much was it?

	£
Income	21,240
Expenditure	15,671
	5,569

But why? And what for?

How many members do we have?

How much is the current Single membership subscription?
£36 (£45 for a family)

How many new members join each year?
24 in 2016/17 and in 30 2017/18

How many members do you think we have had since the Society began?
1000 !!

178 Single & 49 Family members at year end.

But 999 horses!

In context, Iceland has >12,000 members, 97,000 horses and Germany more than 26,000 members & 56,000 horses!
(source: FEIF)

And finally...

15. What is the purpose of the Development Reserve and how much is in it?

The interest earned each year can be used to award grants to schemes that further the Society's objectives. At 31st July the fund totalled £11,000. The Board propose to increase this to £14k. Our investments would then total c. £27k (incl. Youth £7k & ER £6k).

We're nearly there! This question is for £500,000....

14. How many members (%) don't renew their membership each year?

10% on average (21 left last year & 17 this year)

IHSGB Ltd Memberships

c. 3-5% are only members for one year

TOTAL PRIZE MONEY £250,000