



Icelandic Horse Society of Great Britain Ltd BoT Meeting + Management

MEETING MINUTES MONDAY 7TH APRIL 2025 19.30 ZOOM ON-LINE

Trustees & Management.

Martine Bye-Duke Chair (MBD), Jem Adams (JA), Hilary Ashford (HA), Ellen Brimble (EB), Harriet Bye (HB), Debbie Ede (DE), Chrissy Edwards (CE), Linnie Frith (LF), Freija Glansdorp (FG), Fi Pugh (FP), Mic Rushen (MR)

The Minutes were recorded then written up by Saby Chetcuti (SC)

1. Opening and Apologies

Chair welcomed all to the meeting. No apologies were received.

2. Minutes of last meetings & Matters Arising

March Meeting Minutes were approved. Questions were asked about outstanding actions particularly about restructuring of IHSGB. Action Debbie and Ellen. Other outstanding actions to be covered in the course of the meeting

3. Chair's Update – MBD

- 3.1.** 40th Anniversary Programme for 2026. Shona and Liz to scout options for awards evening. Including options to stay and host the music ceilidh. Options and costs to be explored and provided for review by end of April
- 3.2.** Welfare Group discussion with Debbie Marsden on going regarding workload. To be followed up
- 3.3.** Showing council First and second representatives required from all member bodies to attend meetings especially the AGM. It was agreed for now that the committee

would wait until the 2025 AGM in the hope that someone would come forward to take on the role of second representative. Level 2 membership fees are due shortly at £86 for 2025. The committee were in agreement to continue with membership

Freija made the committee aware that the IHSGB is part of the A26 studbook association £30 breeding and stud book law and attend AGM and meetings

Request for agenda items a week before the meetings Action MBD

4. Finance-DE

- 4.1.** AGM 2025- Feedback received on the venue options for the AGM. Asking membership regarding the options were discussed but dismissed due to time constraints, as discussions have continued for the last month. It was agreed that the second planning day would be combined with the AGM weekend to minimise costs and time. Agreement was reached that the Museum of the Horse (Sheffield) would be booked for two days considering the venue is central to the UK and the Owner had retained the room for the benefit of IHSGB. Martine to negotiate with Ian about visiting the venue in advance to ensure the IT requirements for the event.
- 4.2.** Sleipnir advertising charges for members was discussed considering that it generated minimal income. Members would be actively encouraged to advertise within the society within guidelines(to be defined) and the current content space limitations. Small lineage adverts may offer some additional options for members. It was agreed that advertising for members will now be free across the IHSGB platform including the Website following this meeting.

External sponsorship advertising to be sought from associated commercial organisations on the website and magazine. Potential to sell the magazine to non members was discussed (Mic declared a conflict of interest). Hyperlinks to paying options from the website to be arranged via Ian. It was agreed that past copies, which were prepared before GDPR requirements, were not suitable for downloading.
- 4.3.** Adobe License opportunity. IHSGB to fund 50 % of a discounted charity license fee purchased for IHSGB business. This was formally agreed by the committee. Licenses need to be acquired before April 16th. Those who have already purchased at the non discounted rate will cancel to purchase Adobe Pro via Jem
- 4.4.** Sponsorship - Martine to follow up opportunities.

5. Comms – LF

- 5.1. Unity IHSGB lottery - branding and information has been updated for the web and email communications. Details have been circulated via the shared drive for review and final sign off.
- 5.2. GDPR policy - LF completed a comprehensive , well researched document on the rewrite based on the BHS version and current IHSGB version. Concerns were expressed that we may be caught out by an omission which would be covered with a more general statement broader GDPR rather than a specific comprehensive detailed rewrite. The committee agreed to release the comprehensive version once the final checks are completed.
- 5.3. Sponsorship and company support update. Prizes have been secured for the BC's including Magnatec therapy, AV edge, Lotta from Stockholm, Heritage saddles, Kramer including banners and tapes for the course both for the BCs and the scottish open. Hrimnir have agreed to a 600 Euro sponsorship to become the main sponsor for the BCs - the package may be increased as they want to support the IHSGB more - more information to follow. Company support for members discount Snuggly hoods and Animals First have also joined the list . The first AV edge sales commissions have also been received. The Committee congratulated LF for the ongoing successes with the sponsorship efforts. Full list will be published. A lot of interest to support the IHSGB going forward which will be brought back to the committee.
- 5.4. Webinars - In progress and awaiting dates LF Recorded first webinar this afternoon with Bee May the equine dentist. A request from Matthew James master farrier webinar for latest research on external hoof markers of P3 angles.
 - The webinars will be released at staggered intervals in the members area to view at their leisure, allowing time for future development.
 - Improved signage and links to webinars needs review to ensure easy access. Right now things are a little too hard to find for members and potential members.
- 5.5. Roll up banners and display materials - all prototypes have just been emailed to the committee and are on the shared drive awaiting feedback.

6. Breeding & Studbook – EB

- 6.1. Agreed for the minutes about the current DEFRA information on Zootec the situation is evolving and so not ready for sharing to the committee

7. Education - JA

- 7.1. IHSGB hosting to be followed up
- 7.2. Baddi course at Connegar Farm is full. One person has pulled out from the Sandy Carson course due to ill health

8. Leisure – MBD

- 8.1. IHSGB Spring Camp - 25 members are attending the camp. Four 1 hour sessions with All Steps formation riding have been arranged. The Directors from Formation Riding have accommodation on Friday night. Question raised about an Icelandic horse owner/member requesting a place on the camp for a non-Icelandic horse & a non-member owner. Priority has been given to members for the camp. Though an unfortunate circumstance, the committee reinforced the decision made at the last meeting that only registered Icelandic horses would be considered for an IHSGB planned event in line with FEIF rules & regulations.
- 8.2. Monmouthshire Show Sunday 17th August - 4 people have volunteered their attendance details to FP have been provided

9. Sport – FP

- 9.1. A&B Sports Group training meeting for 10 sports members was successfully run and concluded yesterday. Training on the track and seminars on preparation for the show was included. Open show on Sunday was only attended by the Sports team. No other members had attended. There was one unfortunate accident where a horse tripped and injured a rider. The accident form will be completed and loaded onto the shared drive. FP extended her thanks to all those who helped support the event, especially Andrew, Kirsty and the Connegar Farm hosts. Reimbursement to Kirsty Carson for fuel and subsistence expenses are in progress. Difficult to know how many of the Sports riders will want to go to Switzerland due to the location.

Future proposals

- to hold this event on a regular basis
- C&D Sports training event is also being considered but help is required with the organisation and venue selection.
 - MR identified a potential venue in Pembrokeshire between Narberth and Haverfordwest.
 - Regional 'have a go show' may be considered in 2026 with organisation by regional coordinators.

9.2. British Championship planning update

- Catering for the BC's is proving difficult to organise. There is still a search to find people to arrange the catering. Pub menu evening deliveries and a day time food truck may be an option.
- Sponsorship to be coordinated by Kirsty who will ensure that last year's prize overlap by sponsors will not be repeated. LF to contact Kirsty regarding emerging non cash sponsorship opportunities
- Vaccinations within 6 months for the competition.
- Online seminar for Competition rules dates will be arranged towards the end of April. The biggest change to be communicated is the number of starts per day has been reduced by one start per day for each age group.

9.3. Tolt online - entries are low. Still hard to motivate people. Only one or two entries have been received.

FP thanked the sports group for all their support in pulling off the events

10. Youth – CE

- Only one new young member
- Welcome pack is now on the website for public access
- Youth Awards were relaunched on the 1st April with changed age brackets; up to 13yrs, 14-16 yrs, 17-21 yrs.
- On-line competition is still work in progress.
- The follow up regarding the expense request from Alex Lane is still outstanding (see March minutes). Action MBD- attempts at contacting Alex are still ongoing
- Vacancy post for youth group members is now ready for publishing on social media together with a posting for youth camp. Action LF
- Dorothy (Shetland) is free to meet anytime and only dates are required. Meeting discussion requires planning. Action MDB, JA, CE - discussion. Action MDB- dates

11. Membership Administration - HA

Nothing to report.

12. Sleipnir Newsletter Editor- MR

A reminder that the next deadline is the 15th May for June publication. A request to get articles in as soon as possible to help cope with personal medical recovery time .

13. AOB

- 13.1. Management of Volunteers. Means to show appreciation of volunteers as a topic for discussion at a future planning meeting. People travel a long way to help but it's hard to show on the day as the committee members are busy working and are also overloaded.
- 13.2. Online gymkhana is ready to go. Follow up is required. Action: LF/MBD

14. Date & Type/Venue of next Trustees meeting –

Tuesday 6th May at 19.30.

Reminder

Newsletter

May 15 (publication: June)

August 17 (publication: late August)

November 10 (publication: early December, Christmas edition)

Schedule

Meeting concluded at 21.31

Meeting Summary for BoT Meeting

Apr 07, 2025 07:17 PM London ID: 856 7624 0127

Quick recap

The team discussed various personal and professional matters, including family health issues, event organization, and location choices for their upcoming event. They also explored advertising strategies for their magazine and website, and discussed the financial aspects of their activities, including the cost of Adobe licenses and sponsorship. Lastly, they provided updates on their leisure and sport groups, youth activities, and upcoming events, including a fully booked spring camp and plans for regional "have a go" shows.

Next steps

Debbie: Contact the Museum of the Horse to confirm venue booking for AGM and inquire about booking a second day for planning

Freya & Linnie: Review and finalize the GDPR policy document with proper formatting, headers, and footers

Breeding Team: Prepare and publish information about Defra situation and Zootec certificate requirements for breeding with foreign stallions

Martine: Pursue sponsorship opportunities with companies for fundraising this week

Linnie: Roll out the updated IHSGB lottery documents after final approval

Jem: Coordinate Adobe license purchases for interested members before April 16th

Ian & Linnie: Set up PayPal system for public to purchase new editions of Slepnr magazine

Debbie & Linnie: Update advertising policy to reflect free advertising for members starting from today's date

Linnie & Ian: Discuss ways to make members' area content more visible on the main website

Committee Members: Review prototype roll-up banner design shared by Linnie

Jem: Follow up on IHSGB hosting matter

Martine: Finalize arrangements for spring camp with All Steps instructors for four formation riding sessions

Linnie: Send out detailed email about sponsorships and prizes to the committee

Linnie: Update members section on website with new company support and discount information

Linnie & Fi: Schedule and organize the rules and competition webinar for end of April or beginning of May

Cristina: Launch youth awards program on social media

Cristina: Promote youth group member vacancy on social media

Cristina: Send out reminder for Youth Cup

Martine, Cristina, Gem, Dorothy: Schedule and plan meeting to discuss youth activities in Shetland

Martine: Contact Alex regarding expenses

Martine: Launch and coordinate the Jim Carner online event

Committee Members: Submit newsletter content to Mick before May 15th deadline

Jem: Review and organize recorded webinars in members area with Ian

Regional Coordinators: Plan regional shows for anniversary events

Chrissy: Continue researching food options for British Championships

Martine: Launch and coordinate the online Gymkhana event

Debbie: Process reimbursement for Kirsty's fuel and food expenses from the training weekend



Summary

Family Health and Event Planning

In the meeting, Ellen and Martine discussed their personal experiences with family health issues. Martine's brother-in-law was in the hospital, and Ellen's neighbor was dealing with a serious health condition. They also discussed the challenges of organizing events, particularly the upcoming 40th

anniversary celebration. Martine mentioned that she had spoken with Shona and Liz about the event, and they were considering options for accommodations and venues. They also discussed the possibility of having talks in the afternoon. Debbie raised concerns about the timing of meetings and the need for better organization. Martine and Ellen discussed the idea of holding the AGM in a different location to make it more accessible to members. They also discussed the possibility of having a planning day on the Sunday of the AGM.

Edinburgh Zoo as Event Venue

The team discussed the location for their upcoming event. They initially considered Sheffield, but decided it wasn't the best option. They then discussed Scotland, but were concerned about repeating a venue they had used before. Edinburgh Zoo was suggested as a potential alternative. The team agreed to go with the Museum of the Horse, which is centrally located and easily accessible by car. They also decided to make it a weekend event with a planning day to make it financially sensible. Debbie was tasked with finding out if the room could be booked for the second day as well.

Exploring Advertising Strategies for Revenue

The team discussed the advertising strategy for their magazine and website. They decided to offer free advertising to members, but charge for non-members. They also considered selling banner ads on their website to attract more visitors and potential sponsors. The team agreed to explore these options further to increase revenue.

Magazine Editions, Sponsorships, and GDPR Compliance

In the meeting, Martine, Debbie, and Linnie discussed various topics. They agreed to charge for previous editions of the magazine in the current financial year. They also discussed the possibility of selling old

editions, but Freija raised concerns about GDPR compliance. Linnie offered to speak to Ian about the idea of offering a free download for a small fee. Debbie suggested that the society should pay 50% of the Adobe license cost for those using it for the society. Martine agreed to this proposal. Debbie also raised concerns about sponsorship, but Martine assured her that she was working on it. Linnie then presented her work on the lottery, GDPR policy, and sponsorship. She had secured several sponsorships and discounts for members. Martine praised Linnie's hard work and suggested that members should be directed to the members section of the website to access this information.

Icelandic Horse Camp Fully Booked

The leisure team reports that the spring camp is fully booked with 25 participants. Four one-hour sessions of formation riding with Icelandic horses have been arranged with All Steps, whose directors Senga and Sarah are enthusiastic about the idea. They will stay on site Friday night to be ready to start the sessions. Martine is finalizing the details now that the numbers are confirmed.

Sport Group Update and Plans

The sport group provides an update on recent events and upcoming plans. A successful training weekend was held with 10 participants, though one rider unfortunately broke her collarbone in an accident. The British Championships planning continues, with food arrangements still being finalized. Fewer riders than usual are expected to attend the World Championships in Switzerland due to high costs. The group is considering organizing regional "have a go" shows across the UK. Vaccination requirements for competitions are clarified. Fi plans to hold an online seminar about competition rules, with the main change being a reduction in the number of starts allowed per horse per day.

Youth Activities and Newsletter Updates

Cristina provides updates on youth activities, including a new young member, relaunched youth awards with updated age brackets, and an upcoming online in-hand dressage competition. The group discusses plans to meet with Dorothy from Shetland to support youth activities there. Mic reminds everyone of the May 15th deadline for the June newsletter and inquires about the status of the online Jim Canner event. After some confusion, it's clarified that Martine will follow up on launching the Jim Canner event, which is already prepared and in the leisure section. The next meeting is scheduled for Tuesday, May 6th.

AGREED