

Financial Statements 2010
Chief Executive's Statement

From both a business and sport perspective, 2010 was a successful year for British Eventing. The successes of our Senior and Youth Teams were remarkable, culminating with the Team Gold Medal at the World Equestrian Games in Kentucky back in September. Congratulations to all the medallists and sincere thanks to all the owners and support teams who contributed so much in achieving that success.

From the business and organisational perspective, the last two years has very much focused on restructuring, ensuring that we maximise efficiencies whilst putting the policies in place to be effective for the membership now and in the future. The feedback that we have received from the many stakeholder groups within the sport gives us encouragement that this restructuring has been successful. Looking ahead, we will consolidate all the good work achieved to date whilst still identifying areas to improve and grow.

Over 74,400 starters enjoyed 384 days of cross country, only 2% down on 2009 despite the challenging economic climate. The sun shone on many events during the year, with the exception of the very wet April and October and only 15 days of competition were abandoned.

Competition at Badminton, Burghley and Blenheim was once again a thrill for spectators to watch and whilst the weather wasn't always as kind as it could have been, the crowds still turned out to enjoy both the Eventing and the shopping. The Grassroots Championship at Badminton in May was a huge success. The feedback from the 165 starters was tremendous and we wish all 151 finalists luck for this year's Event.

The number of members grew during the year and we were very pleased that 83% of our members in 2009 renewed in 2010. This growth in membership and the high number of horse registrations contributed to a surplus of £450,272. Another major contributor to the increase in surplus of 51% was the continued efficiencies at Head Office. The administration costs fell by £121,154.

We announced back in November that we had received notice to terminate the Licence Agreement allowing British Eventing access to Burghley Park in order that we may organise the Burghley Horse Trials. From January 1st 2011 the Burghley Horse Trials will be organised by Burghley Horse Trials Limited which is a subsidiary of Burghley House Preservation Trust. All of the staff employed by British Eventing based at Burghley were transferred, under the TUPE regulations, to Burghley Horse Trials Limited on the same date. British Eventing continue to have two places on the organising Committee and receive a share of the profits.

With the new Board and Chairman settled in to their posts following the election at the AGM, we look forward to 2011 and the challenges it will bring especially as we prepare for the Olympic Games.

I, together with the Board, would like to express sincere thanks to the many individuals who give so much time and energy and who contributed greatly to the success of the Sport.

Mike Etherington-Smith
Chief Executive

Company Registration No. 3218925 (England and Wales)



BRITISH EVENTING

(A COMPANY LIMITED BY GUARANTEE)

DIRECTORS' REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 DECEMBER 2010

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
COMPANY INFORMATION

Directors	Mrs A Ratcliffe Mr M P Etherington-Smith Mrs D Bown Mrs A H Fox Mr T Holderness-Roddam Mr A Lochore Mr G Rowsell Mr L Smith Mr P Smith Mr N Taylor	(Chairman) (Appointed 28 November 2010) (Chief Executive Officer) (Retired 28 November 2010) (Retired 28 November 2010) (Appointed 5 March 2010) (Retired 28 November 2010) (Appointed 10 December 2010)
Secretary	Mrs W J McGowan	
Company number	3218925	
Registered office	British Eventing Limited National Agricultural Centre Stoneleigh Park Kenilworth Warwickshire CV8 2RN	
Auditors	Saffery Champness Fox House 26 Temple End High Wycombe Buckinghamshire HP13 5DR	

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
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**BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
DIRECTORS' REPORT
FOR THE YEAR ENDED 31 DECEMBER 2010**

The directors present their report and financial statements for the year ended 31 December 2010.

Principal activities

The principal activity of the company is to be the Governing Body of the Sport of Eventing in Great Britain.

Directors

The following directors have held office since 1 January 2010:

Mrs A Ratcliffe (Chairman)	(Appointed 28 November 2010)
Mr M P Etherington-Smith	
Mrs D Bown	(Retired 28 November 2010)
Mrs A H Fox	(Retired 28 November 2010)
Mr T Holderness-Roddam	(Appointed 5 March 2010)
Mr A Lochore	(Retired 28 November 2010)
Mr G Rowsell	(Appointed 10 December 2010)
Mr L Smith	
Mr P Smith	
Mr N Taylor	

Auditors

Saffery Champness have expressed their willingness to remain in office as auditors of the company.

Statement of directors' responsibilities

The directors are responsible for preparing the Directors' Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing these financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and accounting estimates that are reasonable and prudent;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
DIRECTORS' REPORT (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

Statement of disclosure to auditors

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all relevant audit information and to establish that the company's auditors are aware of that information.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

By order of the board

Mrs W J McGowan
Secretary
22 March 2011

**BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITORS' REPORT
TO THE MEMBERS OF BRITISH EVENTING**

We have audited the financial statements of British Eventing for the year ended 31 December 2010 set out on pages 5 to 13. The financial reporting framework that has been applied in their preparation is applicable law and the Financial Reporting Standard for Smaller Entities (effective April 2008) (United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities).

This report is made solely to the company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of directors and auditors

As explained more fully in the Directors' Responsibilities Statement set out on pages 1 - 2, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view. Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the directors; and the overall presentation of the financial statements.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2010 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller Entities; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Directors' Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

**BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
INDEPENDENT AUDITORS' REPORT (continued)
TO THE MEMBERS OF BRITISH EVENTING**

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of directors' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemption in preparing the directors' report.

**Karen Bartlett (Senior Statutory Auditor)
for and on behalf of Saffery Champness**

24 March 2011

**Chartered Accountants
Statutory Auditors**

Fox House
26 Temple End
High Wycombe
Buckinghamshire
HP13 5DR

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2010

	Notes	2010 £	2009 £
Turnover		6,795,005	6,555,854
Cost of sales		(4,666,602)	(4,480,358)
Gross profit		2,128,403	2,075,496
Marketing costs		(416,624)	(394,853)
Administrative expenses		(1,213,534)	(1,334,688)
Operating profit	2	498,245	345,955
Other interest receivable and similar income	3	6,500	6,911
Profit on ordinary activities before taxation		504,745	352,866
Tax on profit on ordinary activities	4	(53,665)	(54,043)
Profit on ordinary activities after taxation		451,080	298,823
Net transfer from/(to) special members fund		(808)	(1,134)
Retained profit for the year		450,272	297,689

The notes on pages 7 to 13 form part of these financial statements.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
BALANCE SHEET
AS AT 31 DECEMBER 2010

	Notes	2010		2009	
		£	£	£	£
Fixed assets					
Tangible assets	5		83,502		134,931
Current assets					
Stocks		6,422		28,518	
Debtors	7	238,398		225,661	
Cash at bank and in hand		2,434,698		1,837,253	
		2,679,518		2,091,432	
Creditors: amounts falling due within one year	8	(950,965)		(878,124)	
Net current assets			1,728,553		1,213,308
Total assets less current liabilities			1,812,055		1,348,239
Creditors: amounts falling due after more than one year	9		(68,518)		(55,782)
			1,743,537		1,292,457
Capital and reserves					
Special Members' fund	10		269,457		268,649
Profit and loss account	10		1,474,080		1,023,808
Shareholders' funds			1,743,537		1,292,457

These financial statements have been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006 and with the Financial Reporting Standard for Smaller Entities (effective April 2008).

The notes on pages 7 to 13 form part of these financial statements.

Approved by the Board for issue on 22 March 2011

Mrs A Ratcliffe (Chairman)
Director

Mr M P Etherington-Smith
Director

Company Registration No. 3218925

**BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2010**

1 Accounting policies

1.1 Accounting convention

The financial statements are prepared under the historical cost convention and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.2 Compliance with accounting standards

The financial statements are prepared in accordance with applicable United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice), which have been applied consistently.

1.3 Turnover

Turnover is represented by membership subscriptions, horse registrations, 3 day event income and event levies net of value added tax where appropriate. Turnover is accounted for on an accruals basis and included in the period to which the income relates.

1.4 Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Property refurbishment	over period of the agreement
Plant and machinery	20% - 33% straight line
Computer equipment	33% - 50% straight line
Fixtures, fittings & equipment	25% straight line

Course Construction

Costs incurred in the design and build of the cross country courses in respect of BE owned events are written off to the income and expenditure account in the year in which the expense is incurred.

1.5 Stock

Stock is valued at the lower of cost and net realisable value.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

1 Accounting policies **(continued)**

1.6 Abandonment fund

All entries to events include an abandonment insurance premium which is paid into the Abandonment Fund. When events are cancelled, entry fees are refunded from the Abandonment Fund. Any differences between abandonment insurance premiums paid by competitors and those paid under the corresponding insurance policy along with any differences between refunds paid to competitors and claims received from the insurance are allocated to the Abandonment Fund.

The Abandonment Fund assets shall not be treated as part of the general assets of the company. If on winding up or dissolution of the company there remains a balance standing credit to the Abandonment Fund such balance shall be given or transferred to some other body or bodies, the objects of which are charitable and relate to horses.

1.7 Special Members' fund

In 1999 a one off donation was made by all full membership subscriptions to create a special members fund to be held for the future development of the sport. Interest accrued on the invested fund is credited to the fund net of corporation tax on an annual basis.

2 Operating profit	2010	2009
	£	£
Operating profit is stated after charging:		
Depreciation of tangible assets	84,383	99,638
Auditors' remuneration	12,500	12,500
Directors' emoluments	100,135	105,190
and after crediting:		
Profit on disposal of fixed assets	500	-
	<u>500</u>	<u>-</u>
3 Investment income	2010	2009
	£	£
Bank interest	6,500	6,911
	<u>6,500</u>	<u>6,911</u>

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

4 Taxation	2010	2009
	£	£
Domestic current year tax		
U.K. corporation tax	56,145	53,000
Adjustment for prior years	(2,480)	1,043
	<u>53,665</u>	<u>54,043</u>
Total current tax	<u><u>53,665</u></u>	<u><u>54,043</u></u>

Tax is only charged on the profits which are derived from non-member activities

5 Tangible fixed assets	Land and buildings	Plant and machinery etc	Total
	£	£	£
Cost			
At 1 January 2010	90,088	674,396	764,484
Additions	-	32,954	32,954
Disposals	-	(1,700)	(1,700)
	<u>90,088</u>	<u>705,650</u>	<u>795,738</u>
At 31 December 2010	90,088	705,650	795,738
Depreciation			
At 1 January 2010	61,682	567,871	629,553
On disposals	-	(1,700)	(1,700)
Charge for the year	8,116	76,267	84,383
	<u>69,798</u>	<u>642,438</u>	<u>712,236</u>
At 31 December 2010	69,798	642,438	712,236
Net book value			
At 31 December 2010	<u>20,290</u>	<u>63,212</u>	<u>83,502</u>
At 31 December 2009	<u><u>28,406</u></u>	<u><u>106,525</u></u>	<u><u>134,931</u></u>

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

6 Fixed asset investments

Holdings of more than 20%

The company holds more than 20% of the share capital of the following companies:

Company	Country of registration or incorporation	Shares held Class	%
Subsidiary undertakings			
British Horse Trials Association Limited	England and Wales	Ordinary	100.00

The aggregate amount of capital and reserves and the results of these undertakings for the last relevant financial year were as follows:

	Principal activity	Capital and reserves 2010	Profit/(loss) for the year 2010
		£	£
British Horse Trials Association Limited	Dormant	1	-

British Horse Trials Association Limited was dormant for the year ending 31 December 2010. The investment in this subsidiary undertaking has a historical cost of £1 which was fully impaired in the year ended 31 December 2007.

7 Debtors	2010	2009
	£	£
Trade debtors	58,778	57,489
Other debtors	179,620	168,172
	<u>238,398</u>	<u>225,661</u>

Debtors include an amount of £nil (2009 £7,500) which is due after more than one year.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

8 Creditors: amounts falling due within one year	2010	2009
	£	£
Trade creditors	128,089	109,768
Corporation tax	56,145	53,000
Other taxes and social security costs	38,676	53,282
Other creditors	239,538	255,430
Accruals	488,517	406,644
	<u>950,965</u>	<u>878,124</u>

9 Creditors: amounts falling due after more than one year	2010	2009
	£	£
Abandonment Fund	<u>68,518</u>	<u>55,782</u>

For terms of the abandonment fund refer to accounting policy 1.6.

10 Statement of movements on reserves

	Special members' fund	Profit and loss account
	£	£
Balance at 1 January 2010	268,649	1,023,808
Profit for the year	-	450,272
Movement during the year	808	-
Balance at 31 December 2010	<u>269,457</u>	<u>1,474,080</u>

11 Contingent liabilities

The company has underwritten loans between the British Horse Society and individual organisers of horse trials to the value of £10,000 (2009: £10,000).

12 Control

The company is limited by guarantee and has no controlling party.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

13 Post balance sheet events

The Licence Agreement allowing British Eventing access to Burghley Park in order to organise the Burghley Horse Trials came to an end on 31 December 2010, following notice given by Burghley House Preservation Trust and the Trustees of the late Lord Exeter's Will Trust.

From 1 January 2011, under an Agreement with British Eventing which may be terminated by either party with two years' notice, the Burghley Horse Trials will be run by Burghley Horse Trials Limited, a wholly owned subsidiary of Burghley House Preservation Trust. Effective from the same date, the assets and liabilities of the Burghley Horse Trials were transferred from British Eventing to Burghley Horse Trials Limited.

Based on the budgeted surplus for the Burghley Horse Trials and the positive effect of the transfer of the assets and liabilities, the contribution to British Eventing's pre tax surplus in 2011 is expected to be £319,410.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
NOTES TO THE FINANCIAL STATEMENTS (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

14 Related party relationships and transactions

Transactions with the directors and connected parties during the year are outlined in the table below. Related parties for the purposes of these financial statements include directors' spouses and children.

	Payments from related parties		Payments to related parties		
	Affiliation, abandonment and event fees	Other	Consultancy	Expenses	Other
2010	£	£	£	£	£
D Bown	3,334	-	-	-	100
M Etherington-Smith	-	-	-	5,129	371
A H Fox	-	736	-	630	-
T Holderness-Roddam	-	1,264	-	-	-
A Lochore	16,874	1,474	7,146	402	3,129
L Smith	-	-	300	816	100
P Smith	-	462	-	-	-
N Taylor	20,693	2,567	-	-	140
	<u>40,901</u>	<u>6,503</u>	<u>7,446</u>	<u>6,977</u>	<u>3,840</u>
2009	£	£	£	£	£
D Bown	4,480	190	-	325	-
M Etherington-Smith	-	-	-	4,488	-
A H Fox	-	429	-	400	-
T Holderness-Roddam	-	739	-	400	-
A Lochore	39,106	780	9,240	646	2,000
L Smith	-	-	-	544	150
P Smith	-	440	-	-	-
N Taylor	38,626	2,766	-	-	661
	<u>77,732</u>	<u>5,154</u>	<u>9,240</u>	<u>6,478</u>	<u>2,811</u>

Payments from related parties in Others include Horse Registrations, FEI Registrations and Memberships. Payments to related parties in Others include sponsorship for appropriate Sections at Events, administrative work and reimbursement of training bursary vouchers.

In 2003 an interest bearing loan of £3,000 was made to Mount Ballen Horse Trials, connected to director D Bown. The year end balance was £nil (2009: £2,284).

In October 2007 an interest bearing loan of £5,000 was made to Aston-Le-Walls Horse Trials, connected to director N Taylor. The year end balance was £5,000 (2009: £5,000) and is due for repayment in April 2011.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
DETAILED TRADING AND PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2010

	Schedule	2010 £	2009 £
Operating income			
Subscriptions	1	1,223,343	1,137,620
Registrations		928,937	919,428
Affiliations and Entry Levy		427,322	458,520
Three Day Events income	2	3,824,676	3,599,928
Trading income		145,369	169,455
Other income	3	245,358	270,903
		<u>6,795,005</u>	<u>6,555,854</u>
Operating Expenditure			
Management and Administration	4	1,213,534	1,334,688
Marketing	5	416,624	394,853
Sport	6	1,318,701	1,318,667
Three Day Event expenditure	7	3,210,273	3,024,398
Trading expenditure		137,628	137,293
		<u>6,296,760</u>	<u>6,209,899</u>
Operating profit		<u>498,245</u>	<u>345,955</u>

This page does not form part of the financial statements on which the auditors have reported.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
DETAILED TRADING AND PROFIT AND LOSS ACCOUNT
FOR THE YEAR ENDED 31 DECEMBER 2010

	2010	2009
	£	£
1 Subscriptions		
Full members	1,004,508	977,675
Life members	6,938	7,503
Joining fees	25,671	12,601
Subs Gold Medal	1,966	5,186
Associate membership	18,476	22,476
Volunteer membership	5,715	16
Day tickets	160,069	112,163
	<u>1,223,343</u>	<u>1,137,620</u>
2 Three Day Events income		
Blenheim	869,789	663,027
Burghley	2,804,887	2,766,901
Badminton	150,000	170,000
	<u>3,824,676</u>	<u>3,599,928</u>
3 Other income		
Sponsorship:		
General	19,860	9,922
UK Sport	33,000	33,000
Team sponsors	8,000	24,600
Other:		
Sundry income	103,197	71,825
JAS income	47,667	60,760
Ball income	-	20,240
Saddlers grant	2,375	2,500
Breeding Championship income	-	26,069
Jump Training Series income	21,004	21,987
Shared IT services income	10,255	-
	<u>245,358</u>	<u>270,903</u>

This page does not form part of the financial statements on which the auditors have reported.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
DETAILED TRADING AND PROFIT AND LOSS ACCOUNT (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

	2010	2009
	£	£
4 Management and Administration		
Staff costs	586,714	589,923
Rent, rates and service charges	41,061	63,206
Depreciation	47,244	59,657
Repairs and alterations	6,126	36,549
Insurance	25,005	21,805
Finance charges	36,923	31,296
Computer expenses	90,257	120,538
Telephone	5,510	2,185
Printing and stationery	39,389	48,565
Postage	37,887	22,738
Membership insurance	84,924	77,034
Membership badges	2,897	2,183
Meeting expenses	15,238	10,750
Legal and professional fees	58,900	56,760
Funding BEF	64,029	59,606
Non recoverable input tax	43,834	73,676
Other	24,617	21,904
Provision for bad debt	-	7,500
Ball expenditure	-	26,056
Chairman and CEO's discretionary fund	2,979	2,757
	<u>1,213,534</u>	<u>1,334,688</u>

This page does not form part of the financial statements on which the auditors have reported.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
DETAILED TRADING AND PROFIT AND LOSS ACCOUNT (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

	2010	2009
	£	£
5 Marketing		
Staff costs	187,404	189,757
Telephone	2,120	2,413
Printing and stationery	123	92
Website development	9,955	-
Postage	1,285	3,159
Marketing development and consultants	21,084	16,663
Advertising and publicity	55,988	41,846
Gold Medal costs	375	40,356
Sponsorship expenses	20,106	11,983
General marketing expenses	19,472	10,137
Equipment rental	512	557
Magazine costs	98,200	77,300
Hospitality	-	590
	<u>416,624</u>	<u>394,853</u>

This page does not form part of the financial statements on which the auditors have reported.

BRITISH EVENTING
(A COMPANY LIMITED BY GUARANTEE)
DETAILED TRADING AND PROFIT AND LOSS ACCOUNT (continued)
FOR THE YEAR ENDED 31 DECEMBER 2010

	2010	2009
	£	£
6 Sport		
Staff costs	193,393	157,510
Telephone	17,192	19,223
Printing and stationery	74,252	59,856
Postage	2,933	3,591
Meetings	5,744	15,224
Events insurance	36,632	50,278
Dope testing	8,648	4,371
Field staff costs	637,296	676,761
Training	42,147	17,233
Other expenses	5,080	7,111
Special equipment	1,094	3,868
JAS costs	47,371	52,895
Events development	1,492	4,918
Jump Training Series	19,697	18,001
Safety costs	70,714	55,904
Breeding Championship costs	10,676	28,409
Gatcombe Festival of Eventing	8,000	-
Seniors	301	63
Young Riders	33,108	32,561
Juniors	31,368	35,373
JRN's	19,689	15,259
Ponies	26,412	33,767
National coach	25,462	25,679
Other expenses	-	812
	<u>1,318,701</u>	<u>1,318,667</u>
7 Three Day Event expenditure		
Blenheim	840,178	641,515
Burghley	2,370,095	2,382,883
	<u>3,210,273</u>	<u>3,024,398</u>

This page does not form part of the financial statements on which the auditors have reported.