



Cleveland Bay Horse Society

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PROMOTIONS AND PUBLICATIONS COMMITTEE REPORT

End of Year Report for the AGM – October 2026

Chair: Claire O'Connell

Overseas Liaison: Beverley Heffernan

Membership Secretary: Jessica Odgers and Tierney Hill

Committee members: Elaine Keith, Muick Wood, Sarah Kirk, Coleen Benfold

Committee Volunteers: Michelle Snooks, Melanie Ellis, Brontë Thompson and Tracey Williams

Committee Email: cbhspandp@gmail.com

1. Overview

The P&P Committee's core aim is to promote the Cleveland Bay breed and the work of the Society through publications, media, and outreach. We are responsible for producing the Society's quarterly newsletter (The Bay Window), the annual Magazine, maintaining the Society's online presence, and supporting promotional activities at events and within the wider equestrian community.

2. Key Activities and Achievements (2025–2026)

Publications

- The Bay Window was published quarterly, featuring member news, breed stories, event reports, and educational articles. We are keen to share any and all achievements and announcements that members would like to share, but we need membership to share their stories with us.
- The annual Magazine was produced much earlier in 2026 after a few years of its publication becoming later and later. The 2027 Magazine should be produced in line with the 2026 timeline so should be available in April or early May. Please let us know if you have ideas for articles or information that you would like to be included.
- The Breeders' Directory was updated and we would like to thank Jess Odgers for her foaling guide. The general feedback was very positive and hopefully we can include more information for 2027.
- We produced a Showing Directory which was published on the website. The current directory will be updated for 2027 and again please let us know if there are any articles you would like included.
- We would like to thank all contributors for their photos and stories, which help keep our publications vibrant and relevant. We cannot produce these documents without the help of membership and truly appreciate all your contributions.

Cleveland Bay Calendar

- The committee coordinated the production of the 2026 calendar, focusing on the versatility of the Cleveland Bay. We received a fantastic response to our call for photographs, showcasing both pure and part-bred Cleveland Bays in a variety of disciplines. We were lucky to have received sponsorship for the calendar production. All proceeds went to help the society.
- The 2027 calendar has also been sponsored; however, this is the last year that our current sponsor wishes to contribute to. This means that sponsorship for further calendars is required to make them a success.

Media and Online Presence

- The Society website was regularly updated with news, event information, and member resources. We encourage members to submit adverts and news for inclusion.
- We were delighted to have Brontë Thompson take over running of the Instagram page for the society. Its reach is steadily growing.
- Our social media channels continue to grow, helping us reach new audiences and promote Society events and breed awareness.

Event Support

- The P&P Committee provided promotional materials for show stands at Royal Windsor Horse Show and The Great Yorkshire Show. Many thanks go to Coleen Benfold for co-ordinating the stand materials for Royal Windsor and then to Elaine Keith for the GYS.
- Many thanks to all members who gave up their time to volunteer at both of the show stands.
- Michelle Snooks had arranged for the stand to travel to the British Riding Club national festival in Lincoln, however due to the event being cancelled this could not take place. The current committee believe that Riding clubs are a great place to promote the breed as the versatile all-rounder that they are and try to encourage more people to buy Cleveland Bays for Riding Club activities. The door is now open for conversation so hopefully we can work towards this aim in 2027.

Fundraising

- Coleen Benfold started the year with the aim of raising the £6,000 required for our payment input into the HBLB fund. Her initiatives including the 80 Bays around the world, lucky dips at stands and her heartfelt call for support in the magazine all paid off and the money raised was incredible. Many thanks also to Mel Ellis for her unbelievable work in securing corporate sponsors to give prizes for the lucky dips. This work must now continue if the society is to continue to do the work which we aim to do.

Cleveland Bay Clinic

- The original plan of a two-day camp at Lincoln had to be changed due to a lack of uptake. It is incredibly hard to find a venue that will suit everybody as our membership is quite largely dispersed. The current economic climate and weather challenges are also playing a role in making such forward planning difficult for members.
- In its stead, a one-day clinic at The National Racing College was organised. Many thanks to the organisational team behind all the hard work, Elaine Keith, Coleen Benfold and Reece Wolfenden.

Member Engagement

- We welcomed new and returning members through regular features in The Bay Window and online.
- The committee remains open to suggestions for content and encourages members to contribute articles, images, and ideas for the future.
- We are currently looking into cost-effective yet engaging ways to welcome new members and will have several ideas for the next council to discuss and implement.

3. Challenges and Opportunities

- Like many volunteer-led committees, balancing workloads and deadlines remains a challenge, especially as all committee members have other commitments.
- We continue to seek additional volunteers to help with publications, event support, and fundraising initiatives.
- Fundraising through merchandise and publications remains vital to support our promotional work.

4. Looking Ahead

- We aim to further develop our digital presence and explore new ways to engage with members and the wider equestrian community.

- There are many jobs which need doing and refreshing and we would very much welcome more members to act as committee volunteers with the P&P committee.
- The committee will continue to support Society events and work closely with other committees to promote the Cleveland Bay breed.

5. Acknowledgements

The P&P Committee would like to thank all Society members, contributors, and volunteers for their ongoing support. Your enthusiasm and participation are essential to our success.

For any queries, suggestions, or to get involved, please contact us at cbhspandp@gmail.com.

Respectfully submitted,

Claire O'Connell

Chair, Promotions and Publications Committee