

Cleveland Bay Horse Society

Promotions & Publications (P and P) Committee

End of Year Report for AGM – October 2025

Chair: Claire O'Connell

Overseas Liaison: Sarah Kirk

Committee members: Tierney Hill and Elaine Keith

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1. Overview

The P and 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 (2024–2025)

- **Publications**

- *The Bay Window* was published quarterly, featuring member news, breed stories, event reports, and educational articles.
- The annual Magazine was delayed in production again this year. Mainly due to formatting and IT issues. At the time of writing the magazine is at printers and should be distributed before AGM. The 2026 Magazine should be able to be produced earlier in year with a plan to focus on breed history, member achievements, and Society updates.
- The Breeders directory was published on our website at the beginning of March. This will remain available and will be updated for 2026. We also plan to add articles pertaining to stud work and breeding in general along side the stallion lists and HBLB breeders grant information.
- We are also hoping to publish a similar publication for showing. This should contain show results and images, the show calendar and any HBLB show attendance information.
- We would like to thank all contributors for their photos and stories, which help keep our publications vibrant and relevant. Please get in touch if you

have an article you would like to see published or an idea for an article you would like to see included.

- **Cleveland Bay Calendar**

- The committee coordinated the production of the 2025 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 2026 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.
- Our social media channels continued to grow, helping us reach new audiences and promote Society events and breed awareness.

- **Event Support**

- The P and P Committee provided promotional materials for show stands at Royal Windsor Horse Show and The Great Yorkshire Show. Many thanks go to Elaine Keith for sending the stand Materials down to Cecilia Lindsay for Royal Windsor and then to Cecilia for sending the stand back to Elaine for The GYS.
- Many thanks to all members who gave up their time to volunteer at both of the show stands.
- Thank you also to Isobel Kearl and Sarah Barnard for organising extra card handouts to distribute at the show stands to encourage the sale of Cleveland Bays.

- **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 future publications.
- 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.
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4. Looking Ahead

- We aim to further develop our digital presence and explore new ways to engage with members and the wider equestrian community.
 - We have plans to update and alter the website over winter so any suggestions would be greatly appreciated.
 - The committee will continue to support Society events and work closely with other committees to promote the Cleveland Bay breed.
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5. Acknowledgements

The P and 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 & Publications Committee
Cleveland Bay Horse Society
