

# BETA BUSINESS AWARDS 2021



Thursday 11 March  
4pm, online

**CELEBRATING EXCELLENCE**



## Acknowledging the best in the business

**T**he 2021 BETA Business Awards are an eagerly anticipated event in the equestrian calendar. Organised by the British Equestrian Trade Association, they are designed to celebrate the efforts and achievements of companies and individuals judged to have made an outstanding contribution to the industry.

Those considered to have gone that extra mile are nominated by their counterparts in the trade. Some of the awards invite consumer input. Every category receives a huge amount of interest, with the spirit of competition burning brightly throughout. These prestigious annual accolades always attract a huge number of nominations, with some of the very best in the business put forward.

Fiercely contended and much coveted, the BETA Business Awards are a tangible way to recognise and reward those industry heroes who have risen to the challenges of the past 12 months. Standards are incredibly high and those who have successfully made it through to the finals really are the finest in our sector.

**AWARDS CEREMONY PRESENTED BY PHILIP GHAZALA**



@betaequestrian



@beta\_equestrian

#betaawards21





# FINALISTS

## BETA EXPORT AWARD

An award open to companies of all sizes that have shown substantial and sustained increases in export activity over a three-year period. Submissions included details on export and growth in relation to size and turnover of the company, as well as planning, strategy and the degree to which products or services have been adapted to an export market. Judging is by an independent panel.



Presented by  
Jane Holderness  
Roddam,  
BETA President

**Equine Products UK**  
– Newcastle-upon-Tyne



**Science Supplements**  
– Hartwell, Northamptonshire



## WEATHERBETA GROUP RETAIL EMPLOYEE OF THE YEAR

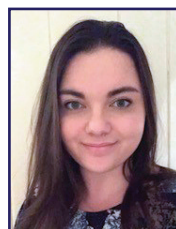
Celebrating employees showing excellent customer service, great product knowledge and a passion for professional retailing. Nominations are invited from employers or sales representatives and judging is carried out by an independent panel.



Presented by  
Doug Walker, President,  
Weatherbeta Group



**Anna Harding**  
Aivly Country Store,  
Ringwood, Hampshire



**Jasmin Khan**  
Cork Farm Equestrian,  
Ashford, Kent



**Lucy Chandler**  
TFM Countrystore,  
Whisby, Lincolnshire



**Georgia Copley**  
R&R Country, Melton  
Mowbray, Leicestershire

## TSM MARKETING EFFECTIVENESS AWARD

An award that marks effective communications and the increased value a company's marketing campaign has brought to its brands. Marketing plans and activity were put under the spotlight to examine how different aspects play a powerful role in helping to solve business problems and generate revenue. Retailers and suppliers were invited to put themselves forward for this award.



**Presented by  
Tim Smith, MD,  
TSM Marketing &  
Communications**

**The Saddle Bank**  
- Peterborough, Cambridgeshire



**Science Supplements**  
- Hartwell, Northamptonshire



**Horslyx/Caltech**  
- Wigton, Cumbria



## CITATION TRADE SUPPLIER OF THE YEAR

Awarded to the manufacturer, wholesaler or distributor judged to offer the best in delivery, customer service, product knowledge and awareness of retailer requirements. Reintroduced this year after a break, it is judged by an independent panel from across the equestrian trade.

# Citation

**Presented by  
Nigel Lea,  
National Partnerships  
Manager, Citation**

**Weatherbeeta - Banbury, Oxfordshire**



**Battles - Lincoln**



**Bliss of London - Walsall, Staffordshire**



**Perry Equestrian - Cradley Heath, Staffordshire**



# BETA BUSINESS AWARDS 2021

## STUBBS ENGLAND NUTRITIONAL HELPLINE OF THE YEAR

Presented to a company considered to offer excellence in nutritional advice and service to customers – consumer, trade and retail.



Presented by  
Ross Bradwell,  
Director,  
Stubbs England

### Science Supplements

– Hartwell, Northamptonshire



### TopSpec Equine

– Thirsk, North Yorkshire



### Baileys Horse Feeds

– Braintree, Essex



Spillers – Milton Keynes,  
Buckinghamshire



Dengie Horse Feeds – Maldon, Essex



### Simple System Horse Feeds

– Bury St Edmunds, Suffolk



## SEIB RETAILER OF THE YEAR

An award for tack shops and feed merchants – whether or not they are BETA members – that is divided into two categories.



Presented by  
SEIB

### Equestrian Retail Store

**RB Equestrian – Milton Keynes, Buckinghamshire**



**The Millwheel Tack Shop and GG Feeds – Warfield, Berkshire**



**The Tack Room Milnathort – Kinross**



**1st Choice Horse Supplies – Larkhall, South Lanarkshire**



**Redpost Equestrian – Totnes, Devon**



**Barnyard Pet & Equestrian Supplies – Northwich, Cheshire**



### Online/Mail Order Retailer

**GS Equestrian – Paignton, Devon**



**Redpost Equestrian – Totnes, Devon**



**Urban Horse – Alston, Cumbria**



**RB Equestrian – Milton Keynes, Buckinghamshire**



**Online for Equine/Highfield Equestrian – Shirleywich, Staffordshire**



**Equus England – Stevenage, Hertfordshire**



Because of the coronavirus pandemic, the **Equine Careers Sales Representative of the Year** and **Equestrian Event of the Year** supported by **Henson Franklyn** categories will be held over until 2022.



*Henson Franklyn*  
EVENTS. EXHIBITIONS. EXPERTISE.

● Please note that the **BETA Lifetime Achievement Award** will now take place in September.

# Sponsors

A huge vote of thanks to our loyal sponsors who play such a crucial role in supporting these important business awards. Click on the logos to find out more about them.



**BETA Export Award**



**Weatherbeeta Group  
Retail Employee of the Year**



**TSM  
Marketing Effectiveness  
Award**

## Citation

**Citation Trade Supplier  
of the Year**



**STUBBS ENGLAND  
Nutritional Helpline  
of the Year**



Over 50 years of excellent service

**SEIB  
Retailer of the Year**

**POSTPONED UNTIL 2022**



**Equine Careers  
Sales Representative  
of the Year**

*Henson Franklyn*

EVENTS. EXHIBITIONS. EXPERTISE.

**Equestrian Event  
of the Year supported by  
Henson Franklyn**

## BETA group of companies



**British Equestrian  
Trade Association**



**BETA International**



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**Equestrian Trade News**