



**GBR**

INTERNATIONAL

GREAT BRITISH RACING

# GREAT BRITISH RACING INTERNATIONAL

**2021 REVIEW**



# GBRI RESOURCES

Due to the impact of Covid-19 on the industry's finances, GBRI has again made budget cuts of 30% on the intended 2021 budget of £484k (in line with the 10% year-on-year increase agreed by the GBRL Board in 2019).

**GBRI's 2021 budget is £330k.**





A jockey in a blue jacket and cap is seen from behind, waving to a large crowd of spectators at a horse race. The background is filled with people, some wearing top hats, and the scene is set in a large stadium or arena. The text '2021 AREAS OF FOCUS' is overlaid in white on the image.

## 2021 AREAS OF FOCUS

1. Maintaining British racing's reputation for excellence overseas to encourage future investment
2. Ensuring Britain's international owners feel valued
3. Supporting our stakeholders

# 2021 ACTIVITY REVIEW

1. Maintaining British racing's reputation for excellence overseas to encourage future investment
  - PR
  - Marketing including revamp of website including world-leading industry section
  - Digital marketing
  - Activity in partnership with DIT
2. Ensuring Britain's international owners feel valued
  - **Client relations**
  - 'International Owner in Focus'
  - **Improved Members' Club communications**
  - **'Surprise & delight' photography project**
3. Supporting our stakeholders
  - TBA – Great British Stallion Showcase
  - NTF – **More extensive TBR coverage & digital impact**
  - FBA – PR & client relations
  - ROA – 'International Owner in Focus', involvement in Members' Club
  - Tattersalls – **December Sales visit; Tattersalls Cheltenham – British P2P and sale PR**
  - Goffs UK – Breeze Up Sale sale invitation campaign; **'From Premier Yearling to York'**













## WORLD-LEADING RACING

British racing festivals are the global gold standard. The quality of racing and bloodstock on display will reverberate around the world in the pedigrees of future champions.

Barbara Banke, owner-breeder, Stonestreet Stables, Kentucky

### Races in Longines World's Best Race 2020 Top 100

Britain	18
Ireland	4
France	9

### Longines World's Best Race 2020

G.T Juddmonte International at York Racecourse.

Royal Ascot remains the pinnacle of global racing, with its 8 Group 1 races & 19 Group races in total across the week amounting to the biggest concentration of quality across one meeting anywhere in the world.

Over past 5 years, Royal Ascot has attracted runners from 10 countries including 6 outside Europe.

It's the finest of racing, from five furlongs to two and a half miles, and such a variation of quality in these races is superb but it's the variation of the types of races that makes it so interesting.

John Gosden, trainer

If you are in the racing game for the love of the sport, Royal Ascot is one of those events that you only hope you can have a horse run at.

David Berenson, owner, USA

### WHY INVEST IN BRITAIN?

- > World-leading racing
- > World-leading trainers
- > World-leading breeders
- > World-leading bloodstock sales
- > World-leading incentives
- > A world-leading platform for sponsorship
- > World-leading horse welfare
- > A world-leading experience
- < Back to Why Britain?



## WORLD-LEADING TRAINERS

30% of the turf horses rated above 120 in the world in 2020 were trained in Britain, highlighting the quality of racing and trainers on offer.

### Number of British-trained turf horses rated ≥ 120



Country	Average no. of turf horses rated ≥ 120 (Since 2015)
Great Britain	11
Ireland	6
France	4
Australia	7
Hong Kong	4
Japan	7
USA	2

A deeper look at the World's Best Racehorse rankings demonstrates that the British training ranks boast a strength and a depth in terms of the number of world-class trainers that is matched only by their Australian counterparts, and far exceeds that achieved by neighbouring European countries.

Country trained in	Average no. of turf horses rated ≥ 115 (2015-2020)
Great Britain	46 horses with 24 trainers
Australia	46 horses with 24 trainers
Japan	34 horses with 20 trainers
Hong Kong	22 horses with 8 trainers
Ireland	21 horses with 8 trainers
USA	20 horses with 13 trainers
France	19 horses with 9 trainers

### WHY INVEST IN BRITAIN?

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## WORLD-LEADING BREEDERS

Britain has the highest proportion of world-class thoroughbreds relative to the total number of thoroughbred births, indicating quality bloodlines and breeding operations.

Suffix	Average no. turf horses rated ≥ 120 (2015-2020)
(GB)	9 (foal crop 4,500)
(IRE)	13 (foal crop 9,000)
(AUS)	7 (foal crop 13,000)
(JPN)	7 (foal crop 7,000)
(USA)	2 (foal crop 20,000)
(FR)	2 (foal crop 6,500)

The success of Britain's comparatively small foal crop demonstrates quality over quantity.

To say England is brimming with stallion power would be an understatement.

John Gunther, owner-breeder, Glenwood Farms, Kentucky

Britain is the chosen home of international racing and breeding operations including Darley, Juddmonte Farms, Shadwell and Qatar Racing.

The British breeding industry is underpinned by a vibrant stallion market.

Back in 2011, British-based sires accounted for only 17% of the mares visiting 20k-plus stallions. But by 2019 its share had burgeoned to 40% of that market.

John Boyce, The Owner Breeder

# CLIENT RELATIONS

## Royal Ascot 2021

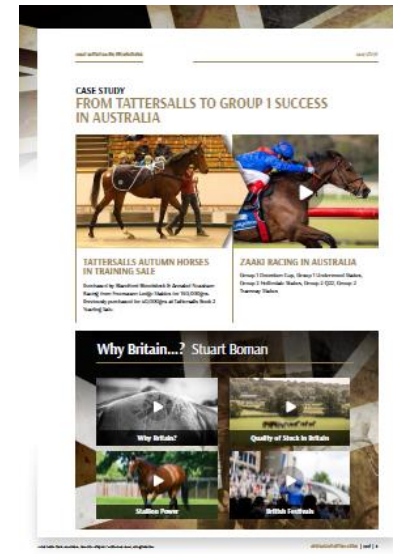
- ‘Beyond The Racecourse’ – to build upon for 2022
- Goffs London Sale lunch

## International Lounge at Tattersalls Book 1

- Featuring live stream of sale
- Learnings - Start earlier, have lounge open over weekend of racing and while inspections going on

## Australian Buyers Guide

- Sent to all registered bloodstock agents in Australia & NZ, licensed syndicate promoters and top 20 trainers in each state



*“I have been to the UK three times this Autumn, each time GBRI have been on hand to arrange every element of my trip. The Australian Buyers Guide they produced ahead of the yearling sales was a useful document covering all aspects of buying in the UK.” – Craig Rounsefell, Boomer Bloodstock*



## Chinese client development

- Hospitality to expose influential 2<sup>nd</sup> generation Chinese
- Facilitating racing club in 2022

## December Sales with Tattersalls

- Connecting Turkish breeders with stallion stud owners for nominations and boarding

## Bahrain International Trophy 2021



# GBRI MEMBERS' CLUB

“In 2021, we will increase the offering available to international owners, with a focus on delivering ‘surprise and delight’ benefits.”



Positive feedback from owners in Hong Kong, Japan, Bahrain, Germany, Turkey and Ireland.

*“It is very much appreciated.”*

*“Thank you for this :)”*

*“Thank you Photo!”*

*“Thanks great picture.”*

“We will ask trainers and agents to shed light on their client’s individual hobbies/passions. Knowing this can develop our client relationship management capabilities, perhaps allowing us to extend tailored opportunities with our luxury partners to these owners if appropriate.”

“We also plan to improve the content and frequency of Members’ Club mailings.”

# SUPPORT FOR STAKEHOLDERS

## TBA

- Great British Stallion Showcase
- Great British Bonus PR



7.2k  
website  
visits

6.2k  
unique  
visitors

31.3k  
page  
views

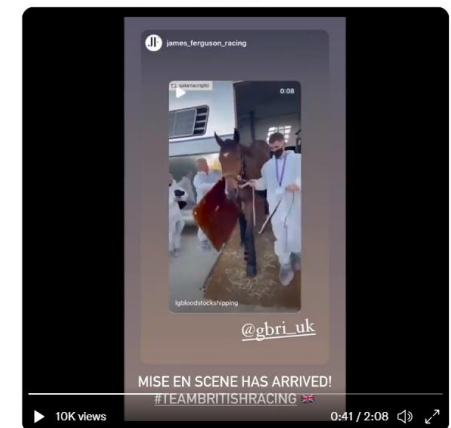
## NTF

- Coverage in international publications
- More extensive Team British Racing footage including on ITV Racing



GBRI @GBRI\_LUK  
The 'Story' of the @BreedersCup at @DelMarRacing so far for QUEEN SUPREME (@AndrewBalding2), AUDARYA (@james\_fanshawe) and MISE EN SCENE (@jamesferguson89). 🇬🇧

For more behind the scenes footage from #TeamBritishRacing 🇬🇧 travelling grooms, head to Instagram and follow @gbri\_uk!





# SUPPORT FOR STAKEHOLDERS

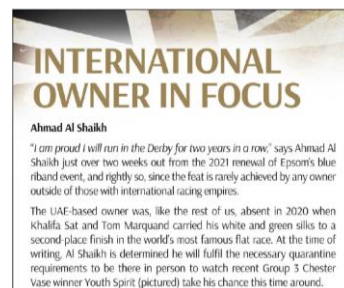
## FBA

- International PR coverage
- Client relations including Australia Buyers Guide



## ROA

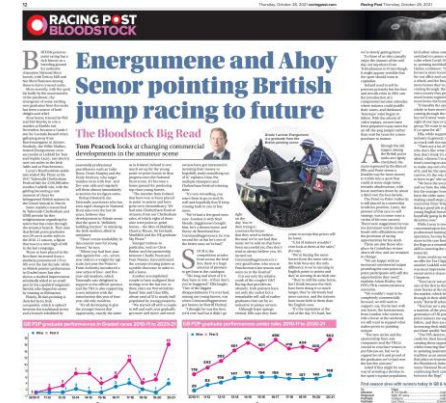
- 'International Owner in Focus' – The Owner Breeder sent to all Members' Club members in 2021, column in mailing
- Inclusion in Members' Club



# SUPPORT FOR STAKEHOLDERS

## Tattersalls

- December Sales concierge
- Tattersalls Cheltenham – British P2P and sale PR



## Goffs UK

- Breeze Up Sale sale invitations
- 'From Premier Yearling to York'
- Yorton Sale French PR

**OBLOODSTOCK**  
BLOODSTOCK LATEST EBOR MEETING COUNTDOWN

### Watch: Happy Romance is the focus of From Premier Yearling to York video series

The filly has achieved far more than her modest £25,000 price tag suggested she might; she has earned just shy of £275,000 in prize-money

**Related stories**

- From motherhood to the winner's enclosure: the remarkable story of Braganza
- 'Ferraris and Justify have so much in common' - Coolmore bonus with a difference
- Death of 1992 Breeders' Cup Juvenile winner turned sire Gilded Time aged 31

PSBU-REDACTIONNEL

### Yorton Sale 2021

À la recherche des nouveaux Amsteloras, Paros, Master Nonantais, Lorrison, Eszpaland...

Ces réussites qui inspirent. Parmi ces gens en avance sur leur temps, il y a bien sûr Gabriel Lorrison et Sébastien Desmonts. À la Yorton Sale, pour seulement 19.000 € (environ 22.000 €), il se sont offert la zans Amsteloras (Parker's Moon). Elle a depuis débordé plus de 50.000 € d'allocations. Gagnante du Prix Paul's Day à Autouil, elle est montée sur le podium du Prix Robert Moulin du Prix Fifiélet (L). Pour 25.000 € (environ 26.000 €), Gabriel Lorrison et Sébastien Desmonts ont aussi acheté à Yorton le zans Paros (Masterstroke). Il avait crevé l'écran lors des débuts.

Le catalogue comprend une niche de Yonéri (deuxième de l'Azouï Leire Challenge, L), un neveu d'Adagio des Bardes (Prix Jean Grisé & Prix Centre Schenberg, L), un poulain de la sœur de Le Berry (Prix Maurice Gillis, Gr), deux lots de la famille de Tugot (Prix Ferdinand Dufaure, Gr), une niche d'Or Casparyens (place des Prix Jean Stern, Gr) et Ferdinand Dufaure, Gr), un fils d'Artois (Prix Fines, L), une niche de Mélanges Royale (Prix Alan du Bois, Gr), une niche de Sleeping Blue (Prix Léopold d'Orsetti, Gr), un neveu de Saint Goustan Blue (Prix Héros XII, Prix Robert de Clément-Toussier & Prix Léopold d'Orsetti, Gr), un neveu de Vieux Morvan (Prix Wild Risk, L), placé des Prix Georges Courtot et Muntz, Gr), une fille belle souche Cybis.

Conditions d'entrée en Royaume-Uni. Le voyageur doit présenter un test PCR ou antigénique négatif de moins de 72 heures. Il est indispensable d'être en mesure de présenter le certificat original de résultat du test. Détails disponibles sur [https://www.diplomatie.gouv.fr/fr/consais-avis-voyageurs/conseils-par-pays-destination/royaume-uni/](https://www.diplomatie.gouv.fr/fr/consais-avis-voyageurs/conseils-par-pays-destination/royaume-uni)

Une offre de qualité. Master Nonantais (Masterstroke), acheté seulement 22.000 € (environ 26.000 €) alors qu'il avait zans, s'est révélé une superbe trouvaille. Sous l'entraînement de François Nieble, ce «Pia» a débité

9k video views



# SUPPORT FOR STAKEHOLDERS

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NOVEMBER 2021

## TATTERSALLS DECEMBER MARE SALE: ALL YOU NEED TO KNOW

The Tattersalls December Mare Sale will take place this year from Monday 29<sup>th</sup> November to Thursday 2<sup>nd</sup> December. The sale is widely known as the world's most international sale, with buyers returning each year from around the globe.

This year's catalogue consists of 1169 lots, including large drafts from Godolphin, Juddmonte and Shadwell.

Below you will find all the information you will need to be able to snap up the best bloodlines for exceptional value in the Tattersalls ring.

GBRI looks forward to welcoming and assisting international buyers. If you require assistance at any stage, please feel free to contact Amanda Prior, Client Relations Manager, at any time on +44 (0) 7471 216 075.



Commencing at 9.30am (GMT), Monday 29th November - Thursday 2nd December

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# The British Briefing

Autumn 2021

**ALPINISTA**  
BRINGS UP  
RAUSING'S BEST  
SEASONAL TALLY  
PAGE 20

**GROUP 1  
DOUBLE  
FOR BLANDFORD  
BLOODSTOCK**  
PAGES 21-22

**GLORIOUS  
GOODWOOD  
A RETURN TO FORM**  
PAGES 7-8

**BRITISH  
BREEDERS  
CELEBRATED  
ANNUAL TBA  
AWARDS**  
PAGES 17-18

In association with:

 THE TBA  NFB  Tattersalls  Tattersalls Assoc.  FBA  GOFFS



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