



# ANNUAL REPORT

## 2025



GB POINTING THE GRASSROOTS OF BRITISH JUMP RACING

# MESSAGE FROM THE CHAIR

CAROLINE BAILEY



It is a pleasure to introduce the 2024-2025 season Annual Report which sets out what has been going on behind the scenes and our plans for the future of Point-to-Pointing. Our Chief Executive Paul Miller, gives an honest and accountable assessment of how the PPA has dealt with the issues and opportunities which have arisen over the last year and what the strategy is going forward.

In January 2024 the PPA welcomed two new members to the board, myself as Chair and Charlie Poste as the representative of the PPORA. June 2024 saw the appointment of Paul Miller as the new Chief Executive Office. It did mean there was quite a change in a relatively short period of time, but this did allow us to bring fresh eyes and a new perspective to the Board.

On behalf of the PPA Board I would like to thank Paul and his team for their work and commitment. It is a very small team and they work incredibly hard behind the scenes to maintain and strengthen our sport. The Board and I will endeavour to provide them with the support they need to be even more effective to take the sport forward.

The 2024-2025 season was badly affected by the weather, with a prolonged dry spell leading to big challenges for the clerks of courses trying to produce a safe surface to race on. This followed the 2023-2024 season which saw over 30 fixtures lost to the sustained wet weather. Let's hope the elements are kinder to us this year!

Point to Pointing isn't without its challenges but all in all we have a great sport and one to be proud of. Racegoers numbers have increased year-on-year but sadly horse numbers have declined once again.



# MESSAGE FROM THE CHAIR

CAROLINE BAILEY



I would personally like to thank all our numerous volunteers and Officials and all our participants, without whom we would not have such a great sport. I would also like to thank the PPA Board members for the work they do to secure the future of what is a large and complex national sport. Sometimes tough decisions have to be made and rest assured everything they do is with the successful future of Point-to-Pointing in mind.

It is a privilege to represent a sport so steeped in history and tradition, enriching the lives of horses, people and rural communities. Long may it continue with its vital links to the Hunting fraternity.

**I wish everyone a successful and enjoyable 2025-2026 season.**



CAROLINE BAILEY

Thank you to our National Partners for the 2024-2025 season:

**ISUZU**


**GOFFS**  
SINCE 1866

  
**Tattersalls**  
Cheltenham

 **THE  
JOCKEY  
CLUB**

**FORAN**  
EQUINE

*Connolly's*  
**RED MILLS**  
SINCE 1908

  
**Highflyer Bloodstock**



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# WELCOME LETTER FROM THE CHIEF EXECUTIVE

PAUL MILLER

**This is my first annual report since arriving as Chief Executive in the summer of 2024.**

It's been just over a year and what a year it's been, nothing could have prepared me for the sheer size and scale of the role and the work involved. It's a job you can only pick up when you're in it, dealing with everything as it comes at you, learning it, doing it and looking back to see what can be changed or improved. I came in with a number of ideas but deliberately didn't want to have too many pre-conceived ideas, an approach I think worked well. It's very easy, looking from the outside in, to jump to conclusions, think you know what works and what doesn't and believe you have all of the answers. In reality it's only when you get behind the scenes that you begin to grasp what's actually required.

Pointing is a big national sport, steeped in history and full of passionate people and loud voices. It's a fantastic sport but, just as wider horse racing, has its issues which like it or not need to be addressed. One of the things I found out very quickly was that no matter what decisions we make it's impossible to please everyone, as a great idea to one person is a terrible idea to another.

As I've travelled around the country, attending point-to-points most weekends, I've been really impressed by how many good, positive, forward thinking people there are who only want what's best for the sport. Everywhere I go people tell me that things need to change for pointing to have a bright future, that we can't carry on as we are and we need to try new ideas. However one of the things that has really surprised me is how resistant some people are to change when it affects them, their view being that everyone else needs to change but not them. There is a real appetite to protect and grow the sport for the future, but in order to do this we really need everyone to start viewing pointing as a national sport and not just looking after their own vested interests.

At the PPA I'm lucky to work with a forward thinking board consisting of seven Directors, each representing different parts of the sport. It's a very knowledgeable board, steeped in pointing with well over a hundred years combined experience in the sport.

Continues...

# WELCOME LETTER FROM THE CHIEF EXECUTIVE

PAUL MILLER

They have a tough job as they have to wear many hats, defending the interests of their representatives while doing what's best for pointing as a national sport. They are faced with some very tricky and complex decisions, but at the end of the day all they want is what's best for the sport as a whole.

## Looking back

The 2024/25 season was adversely impacted by a very long period of warm, dry weather across most of the country, the opposite of the 2023/24 season which was hit by excessive rainfall. Horse training schedules were affected, good to firm going became the norm and once again horse numbers reduced (following a decade long trend) resulting in small field sizes.

Racegoer numbers continued to increase with many fixtures reporting bumper or record crowds. Pointing still offers a unique day out and it's great to see the demand is there from the paying public, but we can't and shouldn't take it for granted. Behind the scenes we took the opportunity to assess the PPA offices workload and processes, looking at ways to streamline and automate resource heavy tasks. We refreshed the PPA logo to reflect our more proactive stance around administration, education and innovation. We introduced a new marketing strategy, giving pointing an identifiable brand and logo, GB Pointing, and visibly positioned it as "the grass roots of British jump racing".

We brought marketing and content creation in-house, producing a wide range of engaging video content which was very well received. The website and social media stats increased massively with the first ten weeks alone exceeding the whole of 2024. This has allowed us to engage with more and better sponsors (or partners as we prefer to call them) with a more compelling proposition. We also started the build on a brand new national website to replace the existing, dated one.

We had a group from across the sport looking at race types and race conditions, putting their recommendations out to consultation across the sport. This resulted in hundreds of people providing feedback and finer tweaking of

Continues...



# WELCOME LETTER FROM THE CHIEF EXECUTIVE

PAUL MILLER

conditions races. We subsidised Rider Qualification Certificates (RQCs), continued to subsidise rider assessments and gave free digital planners with every hunter certificate. We increased welfare standards for horses and riders, tightening veterinary and medical standards. We worked hard on the coming fixture calendar, looking to achieve a more even spread across the season and iron out fixture congestion around bank holidays. We focused on building and strengthening relationships across racing as these were lacking, quickly making in-roads in this area. Although there is more to be done, we are already seeing huge improvements in stakeholder engagement and a growing understanding of what pointing brings to the wider horse racing community.

## Looking forward

Most of the work we've been doing behind the scenes will only become apparent in the coming season and beyond. The new national website will be launched in October, delivering a better user experience and more content which properly reflects our sport.

We'll continue to produce original video content to engage our existing audience while getting pointing in front of newer and wider demographics.

We have already started to sign up new sponsorship partners on the back of our increased engagement numbers. We've increased prize money pots by 20% and are working with fixtures to improve owners' experience and increase the number of owner and syndicate tickets. We will actively promote fixtures that do more for owners which should hopefully encourage others to follow.

Although it's only year-one of a three-year plan to achieve a more balanced fixture calendar, we've already had around twelve fixtures move dates with the new flexible fixture fee approach.

We're reducing the cost and flexibility of rider assessments for new riders and will continue to subsidise first and second year riders RQCs to break down barriers to entry.

Continues...

# WELCOME LETTER FROM THE CHIEF EXECUTIVE

PAUL MILLER

We are providing fixtures with a marketing toolkit which should help them to increase revenue and profits, and will offer them centrally run micro-websites for the following season.

We are encouraging e-ticketing with the aim of having all fixtures offering e-ticketing for the 2026/27 season, managed through the new national website. We've added two new series of races; The Jockey Club sponsored 0-110 series aimed at rules horses with a handicap rating of less than 110 (hopefully attracting more horses to pointing which can be purchased for a reasonable cost and be competitive) and a new Hands-and-Heels series aimed at Novice riders.

There is a new £250,000 GB Pointing bonus programme, underwritten by HBLB (levy), offering £25,000 bonuses to horses which win one of the 15-race point-to-point 4-&-5-years old Maiden series races and progress under rules to win developmental races. We will be improving welfare and safety at fixtures through an increase in the number of vets and medical provision, plus the adoption of new body protector and headgear standards. We have overhauled the Officials' training seminars to address the complexity and overlap of race-day teams' roles, adopting a conference style approach with multiple workshops running simultaneously to deliver better training to a wider audience.

We will focus on building strong relationships across racing and non-racing stakeholders, reinforcing the key role pointing plays in horse racing and the rural community. We want to retain our existing volunteers, owners, riders, trainers and race-goers while getting pointing in front of newer and wider audiences which will hopefully increase crowd numbers, participant numbers and horse numbers.

**I'm really looking forward to my next year in the role and hope you all have an enjoyable and successful 2025/26 season.**

*P. Miller*





# AT A GLANCE

2024



**1,586**

HUNTERS' CERTIFICATES



**328**

JOCKEYS



**1,027**

OWNERS



**8**

NATIONAL  
PARTNERS

2025



**1,441**

HUNTERS' CERTIFICATES



**298**

JOCKEYS



**958**

OWNERS



**10**

NATIONAL  
PARTNERS

# AT A GLANCE

## 2024



**349,000**  
ATTENDANCE



**£1,478,500**  
GB POINTER SALES\*



**4,488**  
RUNNERS



**7**  
AVERAGE RUNNERS PER RACE  
(NOT INC WALKOVERS)

## 2025



**368,000**  
ATTENDANCE



**£1,686,500**  
GB POINTER SALES\*



**3,994**  
RUNNERS



**5.59**  
AVERAGE RUNNERS PER RACE  
(NOT INC WALKOVERS)

\*Figures calculated from public auctions only





STATS ARE ACCURATE FROM 1<sup>ST</sup> JULY 2024 TO 30<sup>TH</sup> JUNE 2025

# 2025

## OVERVIEW STATISTICS

# £60m

INDUSTRY

# 5.1m



P2P WEBSITE TRAFFIC



# ABC1

DEMOGRAPHIC

# 80

COURSES

# 130

FIXTURES



# 368,000

ANNUAL FOOTFALL  
(25% UNDER 18YO)



# 23,496

SOCIAL MEDIA  
FOLLOWERS

# TIKTOK

NEW FOR 2025!



# 772,900

UNIQUE USER REACH

# 64,300

ENGAGEMENT

# 4.19m

SOCIAL MEDIA VIEWS

WEEKLY READERSHIP: 150,000

UNIQUE USERS PER MONTH: 1.2 MILLION

**RACING POST**

# HORSE & HOUND

WEEKLY READERSHIP: 146,000

UNIQUE USERS PER MONTH: 3.5 MILLION

# 958 OWNERS

# 512 TRAINERS

# 298 JOCKEYS

47% ARE FEMALE RIDERS

# 1441 HORSES

# 22,137

GO POINTING  
SUBSCRIBERS







# JOCKEYS 2025

## 298 issued RQCs

The 2024/25 season saw 298 Riders' Qualification Certificates (RQCs). Each RQC represents someone stepping forward to be part of the point-to-point community, from aspiring young jockeys eager to build their careers, to passionate amateurs who simply love competing between the flags.

This continued enthusiasm is a true testament to our sport and we endeavour to improve accessibility into pointing and provide opportunities for riders of all levels to take to the track.



	Total Riders
Season 2024 -25	298 (51 first year and 66 second year)
5 or fewer	183
6 to 10 wins	22
11 to 19 wins	22
20 + wins	55



**53.1%**

Male Jockeys  
(158)



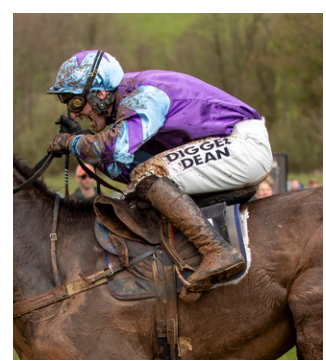
**46.9%**

Female Jockeys  
(140)



**17%**

First Year Riders  
(51)



**26%**

Sponsored Riders  
(75)

Congratulations to the following Jockeys on taking out their Conditional Licence this year:



**TOM  
HUTSBY**



**RIAN  
CORCORAN**



**TOBY  
MCCAIN-MITCHELL**



**ROBBIE  
DAVID**



**ALEX  
CHADWICK**



**JACK  
ANDREWS**



**FREDDIE  
KEIGHLEY**

It's fantastic to see so many young jockeys choosing the point-to-point route to gain valuable race-riding experience and hone their skills before making the move under Rules as a conditional.

With over 70% of professional jockeys starting their careers between the point-to-point flags, point-to-pointing truly is the sport's grassroots, and the perfect starting block for aspiring young talent. At the same time, we remain proud to be an amateur sport, celebrating and championing our dedicated amateur athletes who make point-to-point racing so unique.



# OWNERS 2025

958

REGISTERS  
OWNERS

Owners are at the very heart of point-to-pointing, and we're proud to celebrate the vital role they play in keeping our sport thriving. The 2024/25 season saw 958 registered owners, made up of a brilliant mix of sole owners, partnerships, syndicates and racing clubs – all bringing horses to the track and adding to the spirit and camaraderie that makes pointing so special.

Looking ahead to the new season, we're excited to work even closer with fixtures to enhance the ownership experience. From creating welcoming spaces where owners can enjoy a cup of tea and cake out of the rain, to exploring more tickets for syndicates and racing clubs (or even discounted rates), our goal is to make the raceday feel as rewarding as possible.

We're also thrilled to announce that The Pointing Pod will be travelling up and down the country this season, giving winning owners the chance to celebrate with a glass of fizz, share their stories on camera, and feature on GB Pointing's national social media channels. It's all part of our commitment to championing the people behind the horses and ensuring owners feel valued every step of the way.



# POINT-TO-POINT OWNERS & RIDERS ASSOCIATION



## INTRODUCTION

The PPORA is a voluntary committee of knowledgeable, passionate, people connected in point to pointing and dedicated to providing a service to its members of Owners, Riders, and Supporters. Our mission is to represent our members in order to secure and develop British Pointing and ensure it has a successful future for our participants.

## MEMBERSHIP

Jockeys - 245  
Owners - 324  
Life Members - 410

## PPORA RACES

PPORA work with the PPSA to encourage fixtures to host PPORA Members' races, which can be applied to any level race and we do not require any sponsorship rights. 62 races were held this season, and we try to ensure at least 50% of our races are held for Novice or Grassroots riders. We provided £100 per race and prizes for the winning connections were kindly supported by Spillers.

## FIXTURE GRANTS

The PPORA provided struggling fixtures with funding in 2024-25. We have now reopened this process for 2025-26 season, we will be offering 10 grants at £1000 each. The PPORA will ask fixtures to show how they will use the grant to benefit our members and encourage them to offer things that significantly improve the ownership experience.



# TRAINERS 2025

## 512 Point-To-Point Trainers

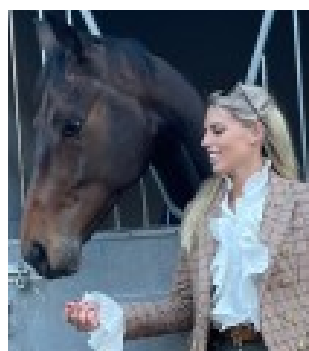
Point-to-pointing has long been a launchpad for success, and the 2024/25 season saw 512 registered Point-to-Point trainers playing a vital role in the sport.

It's inspiring to note that 35% of today's professional trainers began their journeys with point-to-point horses before moving into the professional ranks. The sport provides the perfect environment to learn the ropes of training, develop horses at grassroots level, and build the foundations of a future career. We're proud to support and celebrate all our trainers, whether they continue in the amateur game or go on to professional success.

Congratulations to the following Trainers on getting their Under-Rules Licences this year:



**MAX  
COMLEY**



**LIBERTY  
STONE**



# HORSES 2025



1,441

HUNTERS'  
CERTIFICATES

**1,279 Individual horses ran**

(this was more than likely affected by the dry weather.)

**Total runners – 3,994**

**Number of races – 728 (14 walkovers)**

**Average runners per race – 5.59 (walkovers not inc.)**

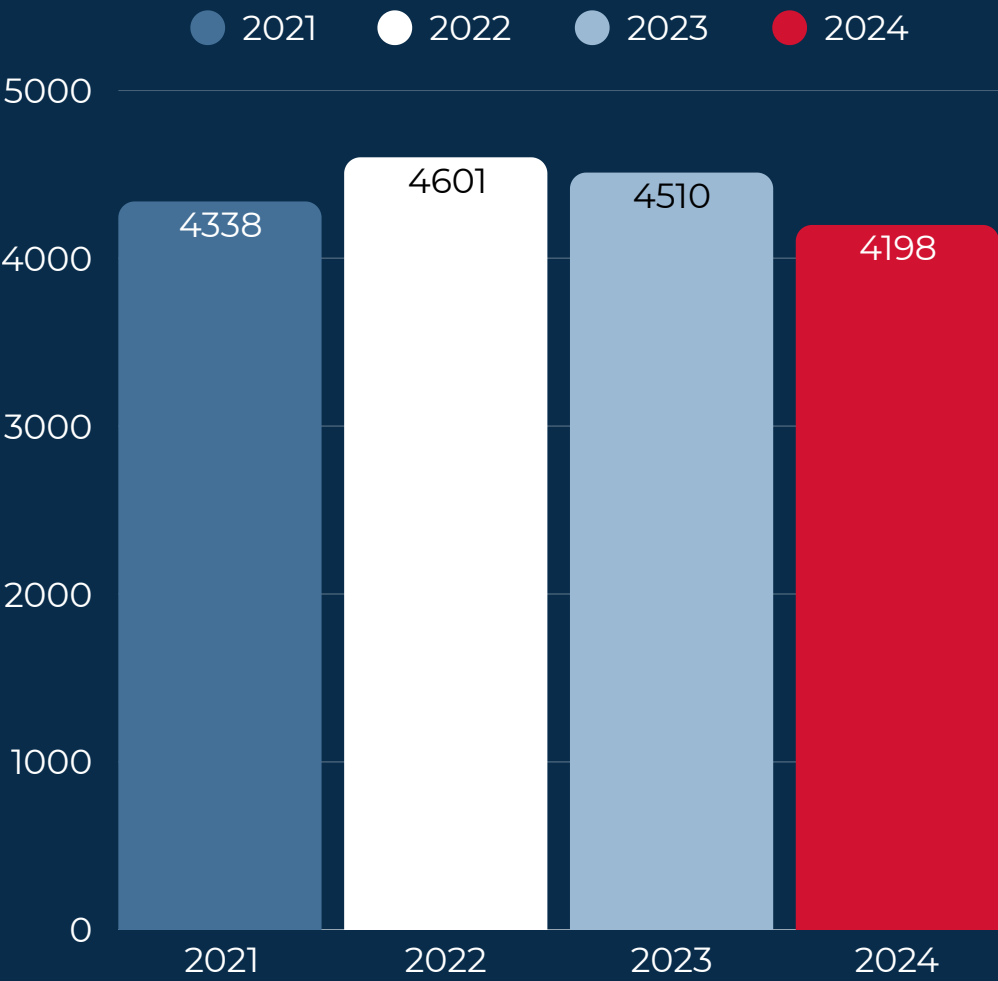
**466 individual winners – over 36% of total runners won at least 1 race.**

# POINT-TO-POINT HORSES IN MORE DETAIL:

## GB Pointing 4 & 5 year old numbers

2024-25 total	4 year olds	5 years olds
332	109	223

## GB Foal numbers





# COMPARED TO UNDER RULES



## UNDER RULES

## POINT-TO-POINT

**3.63**

Average runs  
per horse

**3.31**

**8.28**

Average field  
size

**5.59**

**4,844**

Horses in  
training

**1,441**

Average taken over the  
2024-25 season from BHA  
statistics.

**29.7% compared to  
national hunt horse  
population.**

## POINT-TO-POINT HORSES IN MORE DETAIL:

Season	Hunt Certs	NH horses under rules (numbers as at April each year as end of season)
2014-15	2716	5115
2015-16	2595	5268
2016-17	2516	5161
2017-18	2343	5341
2018-19	2223	5046
2019-20	1781	5520
2020-21	1606	4443
2021-22	1704	5938
2022-23	1632	5472
2023-24	1586	5506
2024-25	1441	4,844





2024 - 2025



# NATIONAL POINT TO POINT AWARDS



## Tattersalls Cheltenham Mens Champion Jockey

WINS

57



1



JAMES KING

## Goffs UK Ladies Champion Jockey

29



1



MISS G. ANDREWS

## Highflyer Bloodstock Mens Novice Champion Jockey

23



1



RIAN CORCORAN

## Highflyer Bloodstock Ladies Novice Champion Jockey

7



1



MISS C. BREWITT

## Oriental Club Champion Trainer (5 or Fewer Horses)

10



1



ALICE DAWSON

## Foran Equine Champion Trainer (6 - 14 Horses)

13



1



JENNIFER OWEN

## Foran Equine Champion Trainer (15 and Over Horses)

43



1



JOSHUA NEWMAN

## Isuzu Champion Owner

18



1



MR L. PRICE

## Connolly's Red Mills Champion Horse

8



1



INCHIDALY ROBIN (IRE)

# AWARDS DINNER 2025

## What a night!

The 2024/25 National Point-to-Point Awards at the home of jump racing was nothing short of spectacular. We've received amazing feedback from all who attended – from owners and riders to sponsors and supporters and it truly felt like the start of something special.

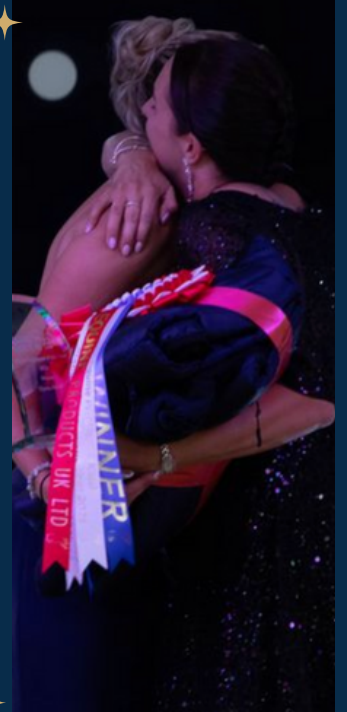
Bringing the grassroots of British jump racing to the iconic surroundings of Cheltenham Racecourse created a buzz and sense of occasion that matched the achievements we were there to celebrate. From the champagne reception to the sunset over Cleeve Hill, a fabulous two-course dinner, inspiring awards ceremony, and dancing into the night – it was an unforgettable evening.

We hope the Awards will now stand as the go-to celebration of grassroots racing each year, a moment to unite, recognise and elevate the passion and people who make our sport what it is.



WINNER



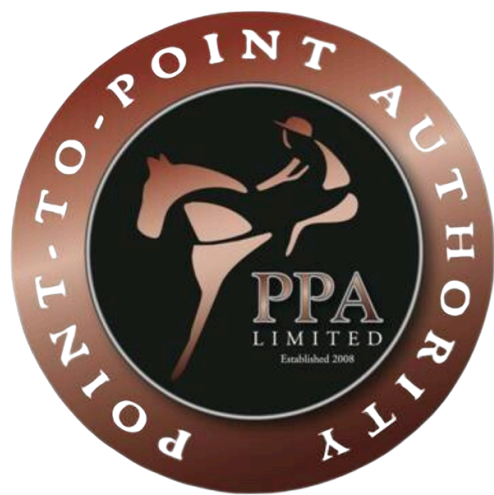






# NEW MARKETING STRATEGY 2025

Rebrand





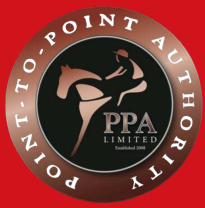
# MARKETING

This season marked a transformative step forward for the sport with the launch of a bold new marketing strategy and the official rebrand to GB Pointing. Designed to modernise the image of point-to-pointing and connect with a wider, more diverse audience, the strategy focused on strong visual identity, a more dynamic digital presence, and improved storytelling. A key feature of this shift was the introduction of the now-iconic GB Pointing Blue Mics, which brought energy, personality and authenticity to on-the-ground coverage, creating highly shareable content and giving the sport a fresh, modern voice.

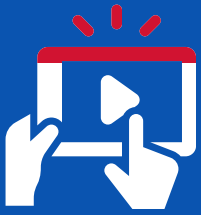
In just four months, the digital results have already more than doubled the total reach and engagement figures from the entire previous 12-month period. This unprecedented growth has not only amplified the visibility of the sport but also introduced point-to-pointing to a completely new and younger audience, many of whom had never engaged with it before. The impact is clear: GB Pointing is no longer just speaking to those already in the know, it's inviting a whole new generation to get involved.







# JANUARY 1<sup>ST</sup> - DECEMBER 31<sup>ST</sup> THE FULL 12 MONTHS OF 2024 DIGITAL STATISTICS



854,500

SOCIAL VIEWS



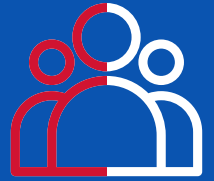
275,600

UNIQUE  
SOCIAL  
VIEWERS



4.2

MILLION  
P2P WEBSITE  
TRAFFIC



326,000

P2P  
WEBSITE  
USERS

INTERACTIONS



25,067

19,765



SOCIAL  
MEDIA  
FOLLOWERS

22,051



NEWSLETTER  
SUBSCRIBERS



## MARCH 1<sup>ST</sup> - JUNE 30<sup>TH</sup> 2025 (17 WEEKS)

### NEW DIGITAL STRATEGY STATISTICS



2.25

MILLION  
SOCIAL VIEWS



603,400

UNIQUE  
SOCIAL  
VIEWERS



2.3

MILLION  
P2P WEBSITE  
TRAFFIC



197,000

P2P  
WEBSITE  
USERS

INTERACTIONS



49,029

23,496



SOCIAL  
MEDIA  
FOLLOWERS

22,137



NEWSLETTER  
SUBSCRIBERS

# BLUE MIC

The GB Pointing mission is clear: to grow the sport we love by educating new audiences, celebrating our champions and keeping our loyal supporters connected. One of the standout additions to our marketing strategy this season has been the introduction of the GB Pointing Blue Mic, a simple tool that's making a big impact.

The Blue Mic gives us the power to bring people closer to the action. Whether it's a trainer talking tactics, a young jockey sharing their dreams, an owner celebrating a win or a racegoer soaking up the atmosphere; we're capturing the real voices behind the sport. These first-hand interviews are giving fans a genuine behind-the-scenes look at point-to-point racing and helping us demystify the sport for new audiences.

This isn't just about content, it's about connection and education. As the grassroots of British jump racing, our role is to inspire the next

generation of racegoers, owners, jockeys and trainers, while ensuring our current participants and fans stay engaged and informed. The Blue Mic is a key part of that mission, allowing us to tell authentic stories and showcase the people who make the sport what it is.

**And the numbers speak for themselves...**



# BLUE MIC

Since the launch of our new marketing strategy and the Blue Mic on 1st March 2025, we've seen a huge increase in reach with **603,400 unique social media users** engaging with our content between March and June (just 17 weeks). That's compared to a total of 275,600 users across the entire 12 months of 2024.

We're no longer just talking to people inside the pointing bubble, we're breaking through to new digital audiences, proving that with the right tools and the right stories, point-to-pointing can capture hearts and minds far beyond the point-to-point community.

**This is just the beginning and the Blue Mic is helping lead the charge for point-to-pointing and the wider racing industry.**



**TIGGY  
VALE-TITTERTON**



**CLAIRE  
HART**



**HANNAH  
BAYCROFT**



**ALAN  
JOHNS**



# PARTNER WITH GB POINTING

**Be Part of the Action**



Join us as a National Partner of the Point-to-Point Authority and GB Pointing and align your business with one of Britain's most exciting, grassroots equestrian sports.

With 130 fixtures nationwide, a growing digital audience and deep connections to rural communities, point-to-pointing offers a unique platform to reach passionate participants, loyal spectators and a new generation of fans.

We're modernising the sport from dynamic social media and video content to a brand-new website and national marketing campaign and we're looking for like-minded brands to grow with us.

**Keen to find out more? Contact:**

**Tiggy Vale-Titterton**

[tiggy@p2pa.co.uk](mailto:tiggy@p2pa.co.uk)

01793 781990



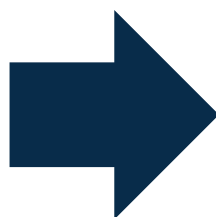
# NEW FOR 2026

## National Website

Work is underway this summer on a brand-new, fully integrated GB Pointing website; a major step forward in the digital transformation of the sport. This new platform will combine the existing GoPointing.com and pointtopoint.co.uk into a single, cohesive site designed with modern user friendly principles and built to serve all users: from seasoned followers to first-time visitors. The new website (gbpointing.co.uk) will be faster, easier to navigate, mobile-friendly, and purpose-built to showcase the best of British point-to-pointing including fixtures, results, video content, news, ticketing and behind-the-scenes features. By creating one central, high-quality online destination, GB Pointing is ensuring the sport is not only more accessible but also more appealing to new audiences, media, and commercial partners.



POINT · TO · POINT  
RACING COMPANY





# NEW FOR 2026



## PPA WhatsApp Community

Stay in the loop with the launch of The PPA's official WhatsApp Community, bringing you direct updates and notifications from The Point-to-Point Authority straight to your phone.

From key announcements, fixture updates to reminders and breaking news, it's the easiest way to stay connected with the sport, wherever you are.

**[Click here to join.](#)**

## The Pointing Pod

New for this season, The Pointing Pod is a mobile interview hub travelling to meetings across the country, capturing the energy and emotion of those magic post-race moments. Featuring interviews with winning connections, the content is shared across GB Pointing's social channels and will feature on the new website to celebrate success by the telling of personal stories and bringing the excitement of the sport to life for a wider audience.





# 20%

INCREASE IN PRIZE MONEY

## 20% Prize Money Increase

We are delighted to inform you all that as of the 25-26 point-to-point season minimum prize money will be increased by 20%.

The Weatherbys logo, featuring a crown icon to the left of the word 'WEATHERBYS' in a serif font.

WEATHERBYS

Vaccinations - E-Passport App

## Weatherbys Vac App

From November 2025 it will be compulsory for all horses wishing to run in a British Point-to-Point to have their vaccinations uploaded to the Weatherbys Vaccinations - E-Passport App and approved by a vet. This must be done by 4pm on the Thursday before they wish to run or your horse will become not qualified - NQ.

The GB Pointing Bonus logo, featuring a stylized horse and rider jumping over a hurdle, with the letters 'GB' in a large, bold font and the words 'POINTING BONUS' in a smaller font below it.

POINTING  
BONUS

## GB Pointing Bonus

As part of a £4million plus range of initiatives aimed at increasing GB foal numbers and improving the number and quality of GB horses, HBLB have confirmed their support for a new bonus scheme aimed at British point-to-point horses.

The scheme comprises a fifteen race 4 & 5 year old enhanced Maiden series, taking place on the most suitable point-to-point courses at the best time of year, with the winner of each qualifying for a £25,000 bonus (GB bred) or £15,000 bonus (non-GB bred) when they win under rules trained by a British based trainer.

## 0-110 Rated Series

As a trial there will be a ten race series, with races around the country and a Hunter Chase final aimed at horses with a IRE or GB handicap rating that has never been above 110.



## Hands & Heels Series

As the Grassroots of British jumps racing the Board feel we have a duty to educate riders at the start of their career and to lead the way by trying innovative new ideas.

A Hands and Heels Series will therefore be trialled for the 2025-26 season, for Novice Riders only. The series will extend to 10 races with points for 1st, 2nd, 3rd & 4th place and a PPA National Championship award.



## Venatour Racing

We are delighted to announce a new national partnership between The Point-to-Point Authority and Venatour Racing, the UK's leading horse racing travel company, with more than 25 years of experience creating unforgettable racing holidays. Their ethos is rooted in the same passion that drives pointing: community, excitement and a love for the sport. Venatour Racing will be GB Pointing's Official National Travel Partner for the 2025-26 season.





## Schooling Trials

Phase 2 of The Horse Welfare Board Schooling Trials project is coming! The HWB team are finalising dates, with the first Schooling Trials Day likely to take place in October (weather & ground permitting). Importantly these schooling dates will be open to point-to-pointers. Venues and dates will be confirmed soon and taking place on both point-to-point and under rules tracks.



### LET'S GET STARTED.

Application for a rider's qualification Certificate (RQC)  
For the 2025/2026 Point-Point Season

Under the British Horseracing Authority regulations for Point-to-Point Steeple Chases

START NOW

## Online RQC Forms

Starting this season (2025-26) you will be able to apply for your RQC via the new point-to-point website.

[www.gbpointing.co.uk](http://www.gbpointing.co.uk)

If you have any questions please email [rhc@p2pa.co.uk](mailto:rqc@p2pa.co.uk)



## 1<sup>st</sup> & 2<sup>nd</sup> Year Riders

We are hoping to be able to announce for the coming season free or subsidised RQCs, Rider Assessment and Jockey Coaching for 1<sup>st</sup> and 2<sup>nd</sup> year riders.



# KEY PERFORMANCE INDICATORS 2026

## Horse numbers:

- Hunt Certificate numbers have been declining year-on-year for the last decade and are now running round 53% of what they were in the 2014-15 season
- Total for the 2024-25 season was 1441. A core PPA objective is to stop this decline and increase numbers, so as a first step we have set ourselves the target for the 2025-26 of maintaining the current level

**KPI 2025-26 season = 1441**

**0% decline**

## Increase average field sizes:

- Average field sizes have been declining as horse numbers fall. We need to increase field sizes in order to remain an attractive proposition for race-goers, bookmakers and participants
- 2024-25 average field size was 5.59. We are looking to increase this by 7% to 6 for the 2025-26 season

**KPI for 2025-26 season = 6**

**7% increase**

## Increase in average runs per horse:

- As well as stabilising horse numbers we are looking at safely maximising the racing opportunities for our existing horse population
- We are doing this via better race planning and the introduction of new race types
- Average races per horse for 2024-25 season was 3.31. We are looking to increase this by @ 9% to 3.61

**KPI for 2025-26 season = 3.61**

**9% increase**



## Marketing:

- Our marketing strategy is a core part of growing pointing by getting it, and racing in general, in front of new audiences and wider demographics, attracting more racegoers, owners, riders and syndicate members
- We are looking to grow in all areas across web traffic, followers, engagement and reach

**KPI Social media followers. (2024: 1976) increase by 25% = 24,706**

**KPI Engagement. (2024: 25067) increase by 100% = 50,000**

**KPI Reach. (2024: 854500) increase by 400% to 3,416,000**

**KPI Unique Users (2024: 275600) increase by 100% = 551,000**

**KPI Web traffic (current 4,200,000) increase by 20% = 5,040,000**

**KPI Unique Web Users. (2024 326,000) increase by 10% = 358,600**

## Race-goer numbers:

- Race-goer numbers have held up very well, with many fixtures reporting bumper and record crowds over the last couple of seasons
- We need to maintain growth as some racegoers will hopefully participate further as riders, trainers or owners, and others will attend under-rules courses
- 2024-25 season estimations came in around 349,000 and we are looking to increase for 2025-26 season to 368,000

**KPI for 2025-26 season = 368,000**

**5% increase**

## Rider numbers:

- RQC (Rider Qualification Certificates) have continued to decline over the last few years, finishing the season on 298 (down from 327 for the 2023-24 season)
- We are aiming to stop or slow the decline through subsidised RQC costs and more available Jockey Coaching
- Our aim is for 2025-26 season numbers to stay the same as the previous season

**KPI for 2025-26 season = 298**

**0% decline**

## Officials' training:

- We identified that the previous seminars for Stewards and Clerk-of-Courses were too siloed and did not address the needs of the wider race-day teams
- We have changed the format for the upcoming seminars to more of a conference style, with multiple workshops taking place simultaneously and appealing to a wider audience
- There were 130 attendees in total for last years seminars and we are looking at attracting 200 to this year's conferences

**KPI for 2025-26 season = 200**

**55% increase in attendees**

# 2025 QUESTIONNAIRE FINDINGS

Thank you to everyone who took the time to complete the 2025 Point-to-Point Questionnaire. We're incredibly grateful for your input and for being such an important part of our community.

Whether you're a rider, owner, trainer, race goer or one of the many dedicated supporters who make this sport what it is, your voices have helped shape a clearer picture of where we are and where we want to go next.

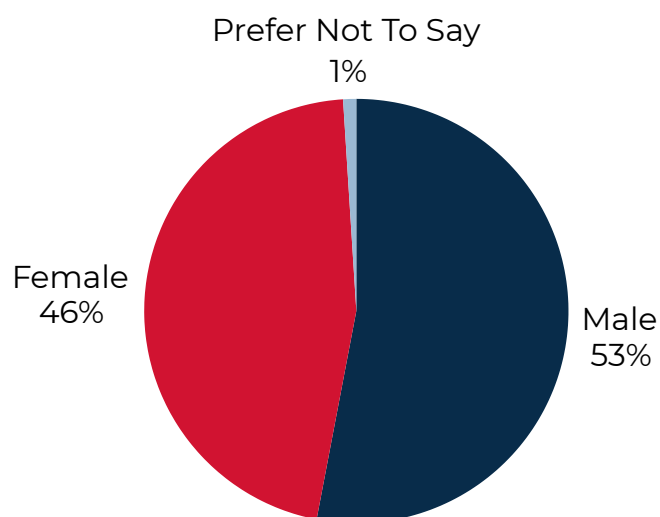
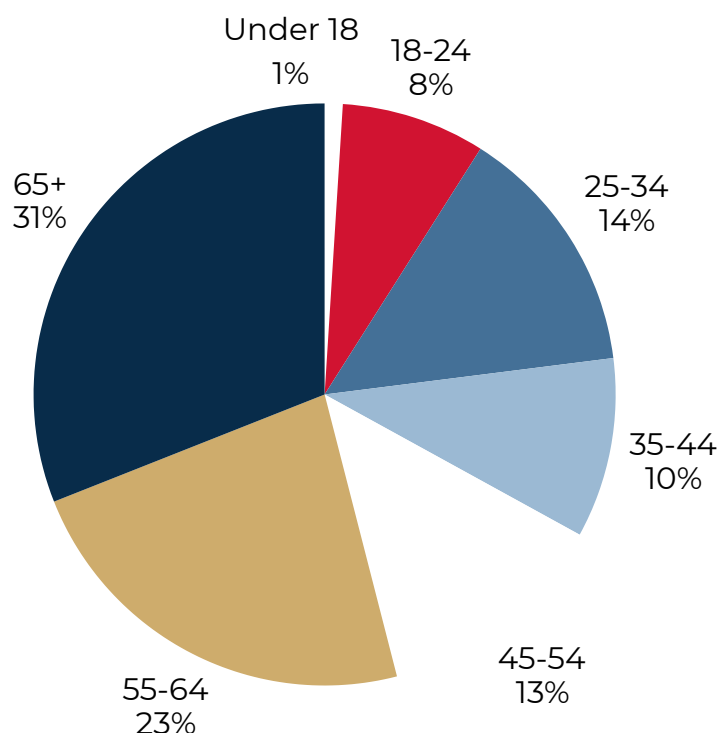
The responses we've received have been thoughtful, constructive and wide-ranging, offering us invaluable insights into what you love about point-to-pointing, what you'd like to see more of and how we can continue to evolve and improve. This is your sport, and your feedback plays a vital role in helping us grow it for the future.

**Thank you for being part of this journey. Let's build the future of British Point-to-Pointing together.**

# THE OUTCOME

## Demographics

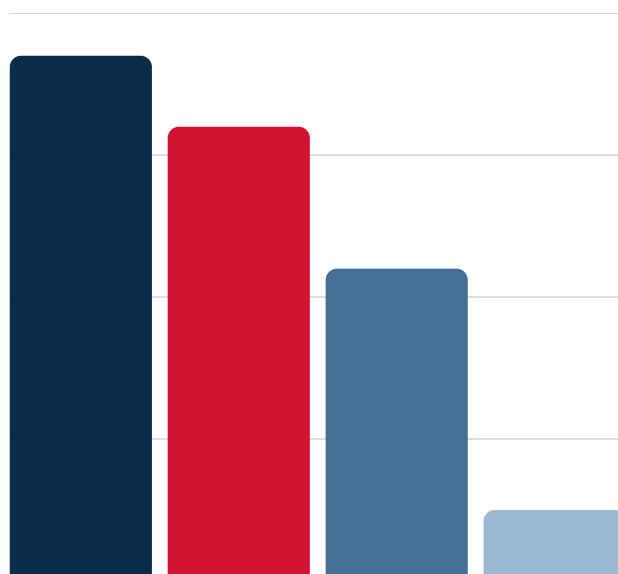
Age: Broad spread, but the largest groups were 65+ (31%) and 55-64 (23%), showing an older audience base.



Gender: Fairly balanced – 53% male, 46% female.

● Self-Employed
 ● Full-Time Employed
 ● Retired
 ● Unemployed

Occupation: Largest categories were self-employed (37%), full-time employed (32%), and retired (22%).

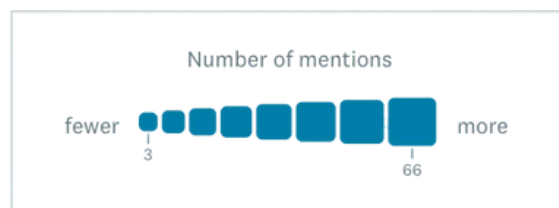




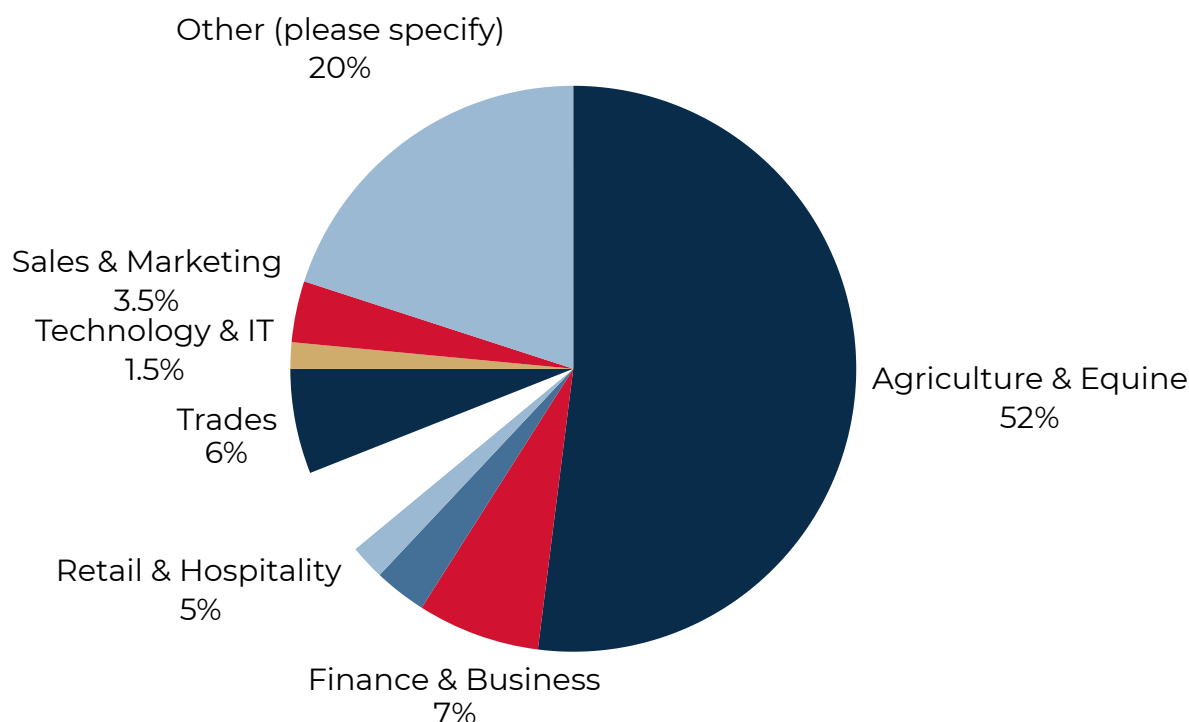
# THE OUTCOME

## Demographics

What County do you live in?

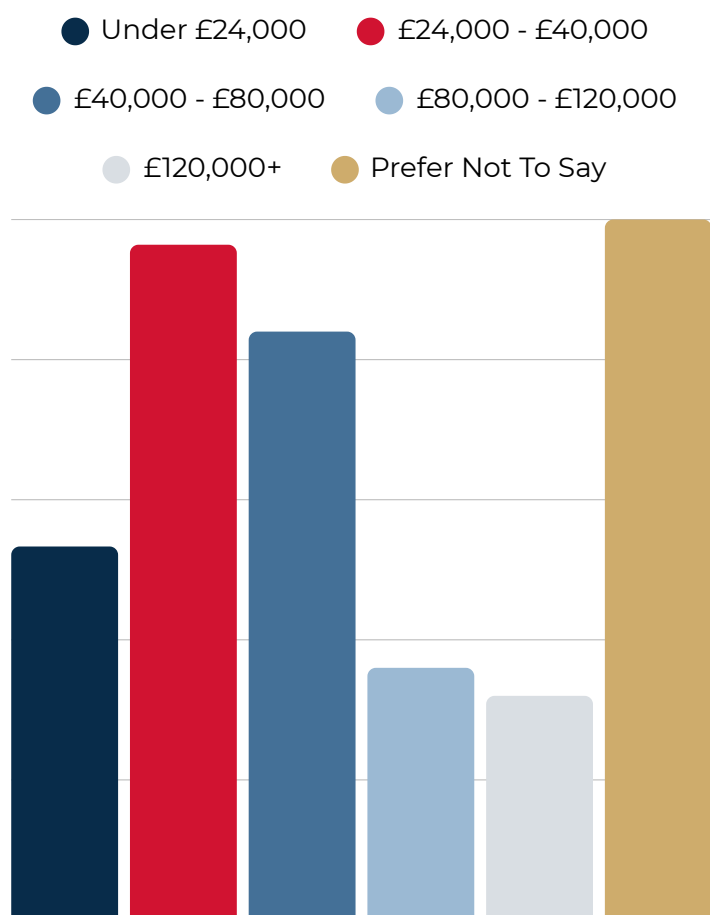


Industry: Over half (52%) worked in agriculture & equine, followed by a mix of finance, trades, hospitality, and education.

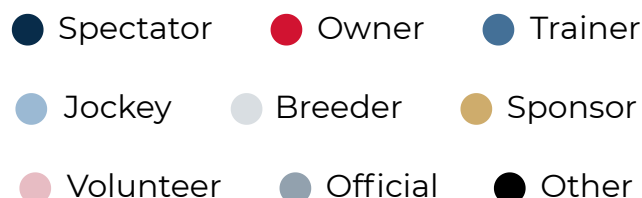


# THE OUTCOME

## Demographics



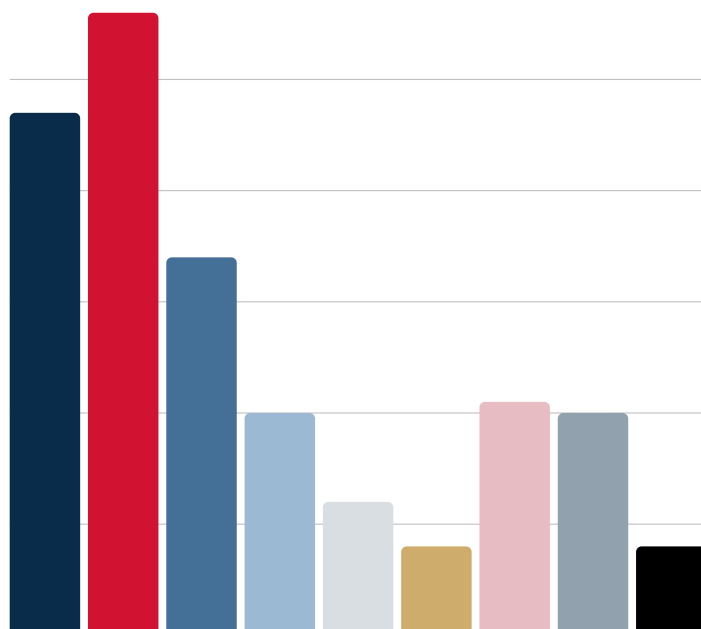
Income: Most fell into £24k–£40k (24%) and £40k–£80k (21%), with 25% preferring not to say.



## Connection to Point-to-Pointing

Spectators (47%) and owners (56%) were the largest groups.

Other strong connections: trainers (34%), jockeys (20%), and volunteers/officials (~20% each).

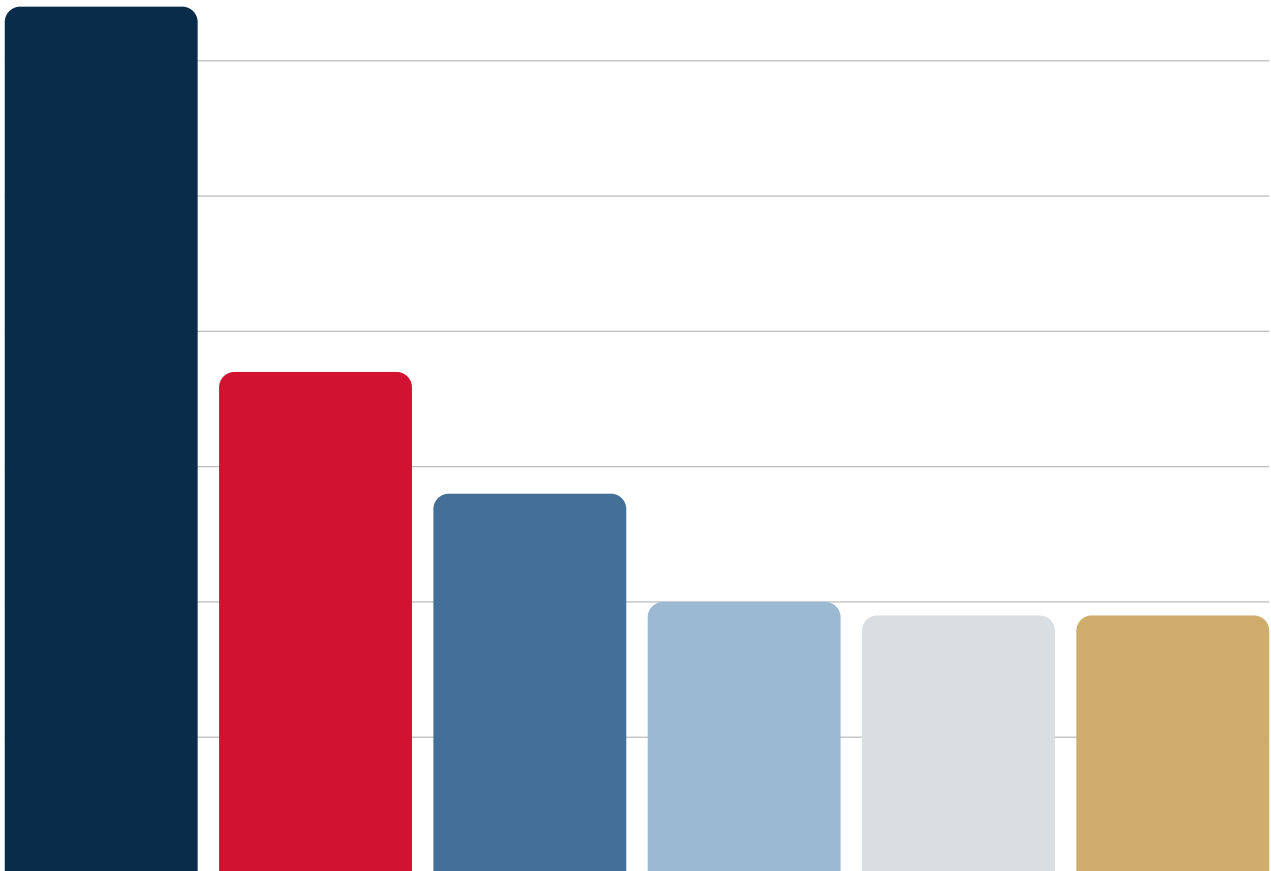


# THE OUTCOME

## Connection to Point-to-Pointing

64% have direct family involvement in racing, especially as owners, trainers, or riders.

- Yes, as an owner
- Yes, as a trainer
- Yes, as a jockey/rider
- Yes, in breeding/bloodstock
- Yes, officials or share holders
- No, fan/spectator



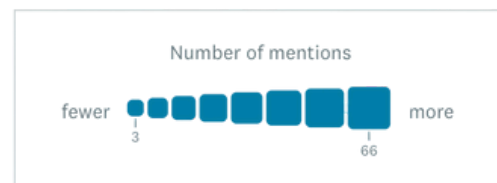
Multiple answers we allowed for these questions.



# THE OUTCOME

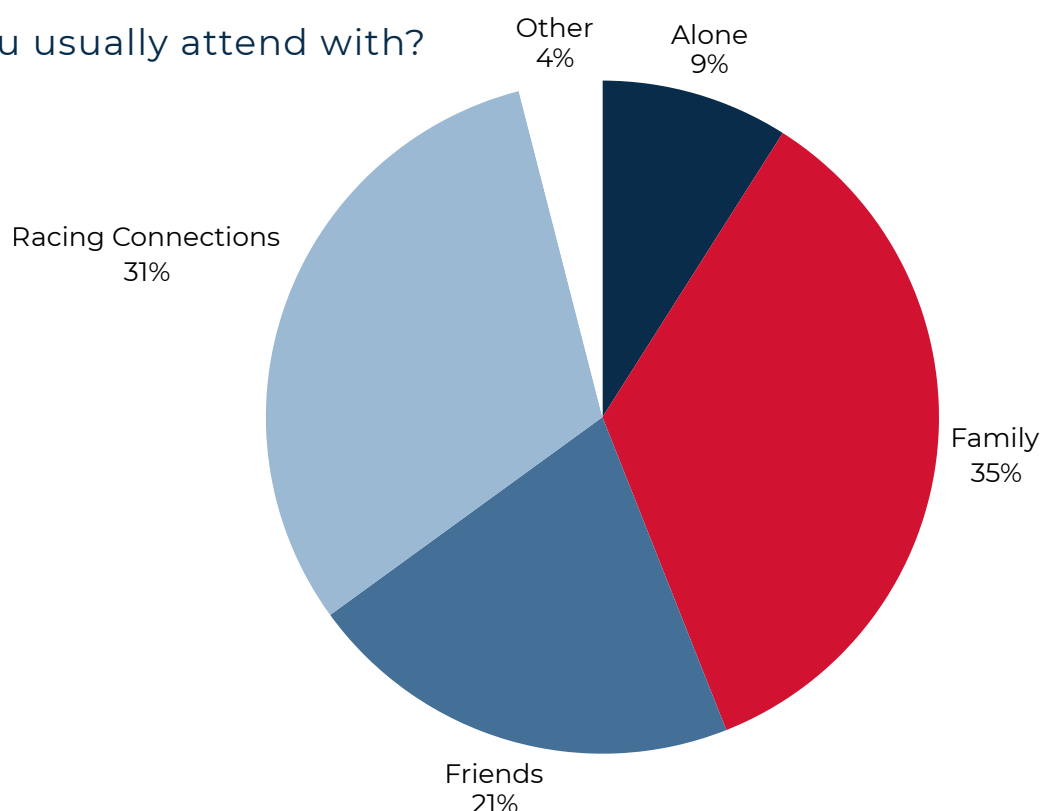
## Connection to Point-to-Pointing

How did you first hear about point-to-point racing?



many years ago Worked racing since child since childhood pony racing following point pointers pony club ago started Family involvement Went parents taken horse owner trainer riding Childhood husband always point point local Father Attended yard bought Taken child p2p rode child Born years remember meeting dad Grew Family Went racing life Always known mother boy pointing parents friends hunting involved via first young age uncle jockey years ago young working trained used age dad took small sport local meeting Brought always involved Word mouth cant remember always attended Family connections trained pointers brought around

Who do you usually attend with?



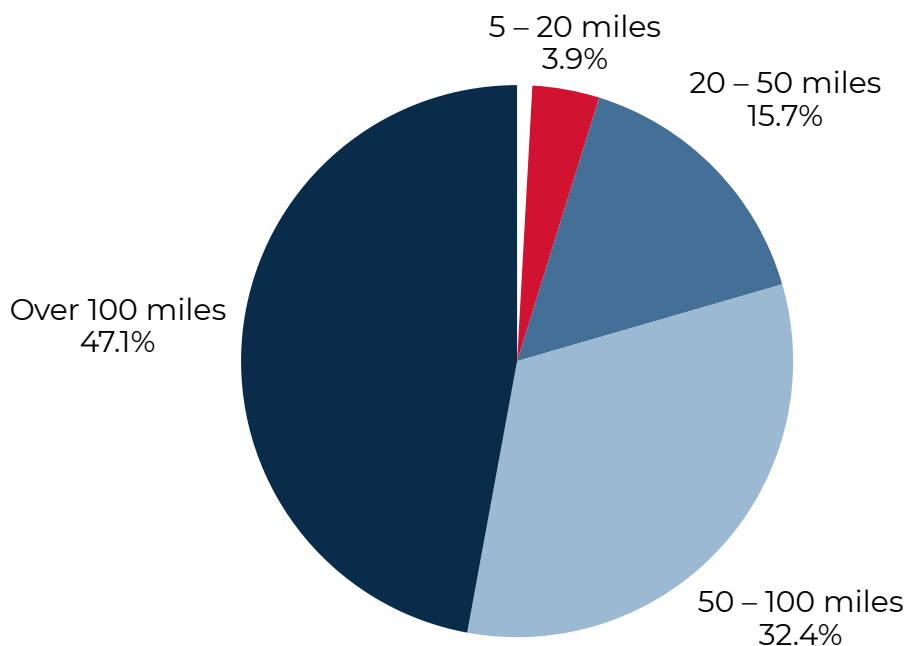
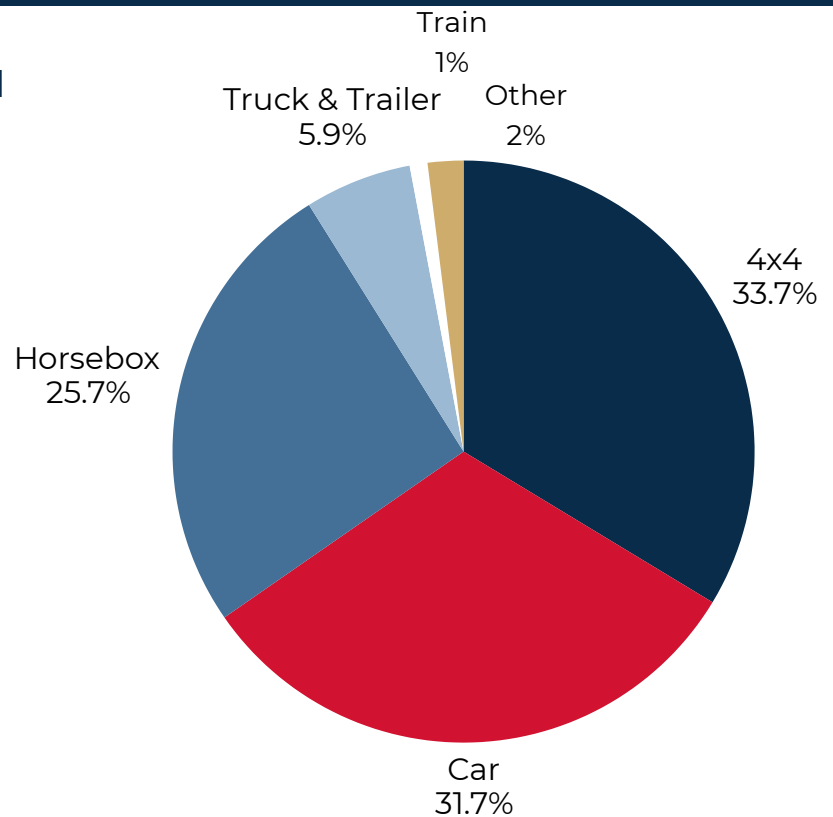
Multiple answers we allowed for these questions.

# THE OUTCOME

## Travel, Attendance and Spend

How do you travel to a point-to-point?

(Results shown as a percentage of the people who answered.)



How far do you / would you travel to a point-to-point?

(Results shown as a percentage of the people who answered.)

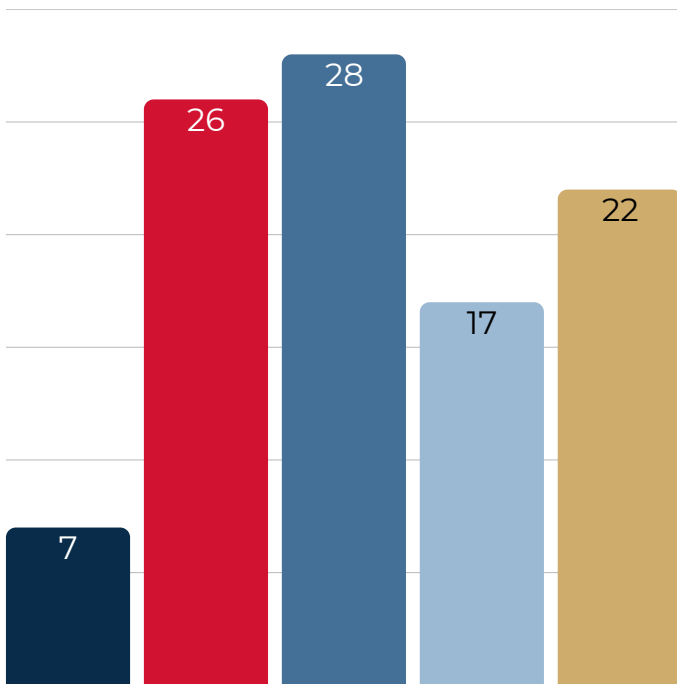
# THE OUTCOME

## Travel, Attendance and Spend

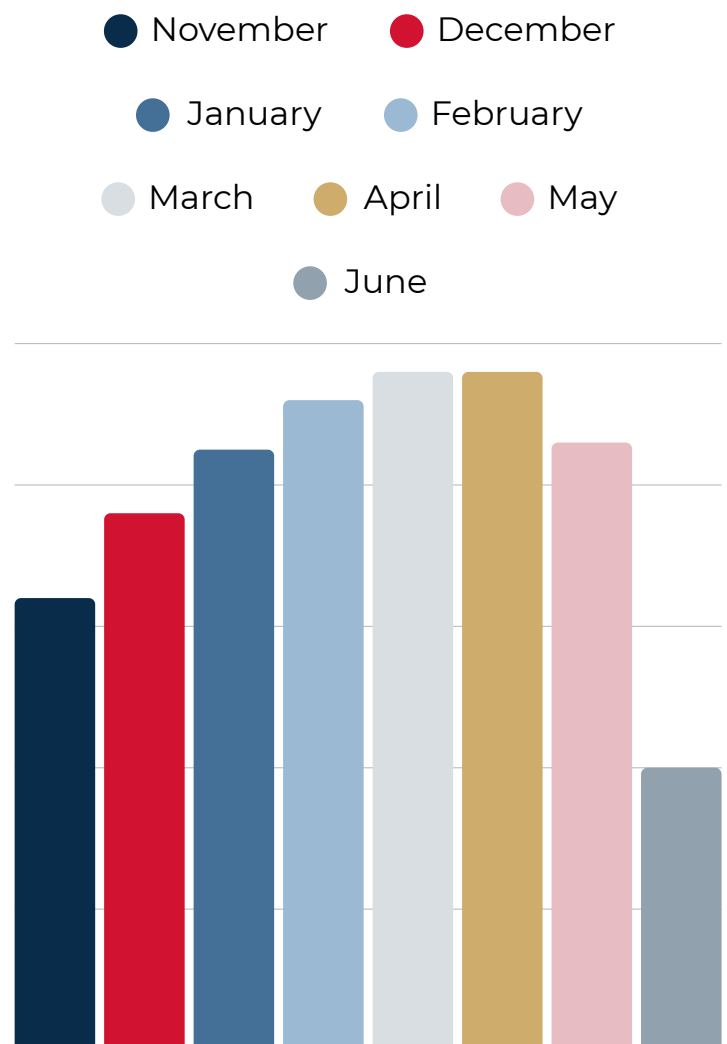
- 1 to 3 times a season
- 4 to 8 times a season
- 9 to 15 times a season
- 16 to 20 times a season
- Nearly every meeting possible!

How often do you attend point-to-point races?

(Results shown as a percentage of the people who answered.)



When do you attend point-to-point meetings? (Select all that apply)

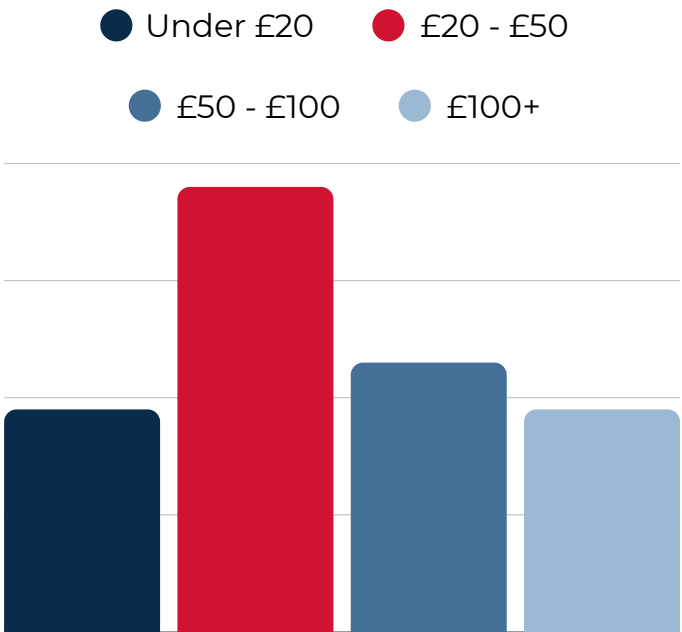




# THE OUTCOME

## Travel, Attendance and Spend

How much do you typically spend on a day at a point-to-point (including entry, food, betting, etc.)?

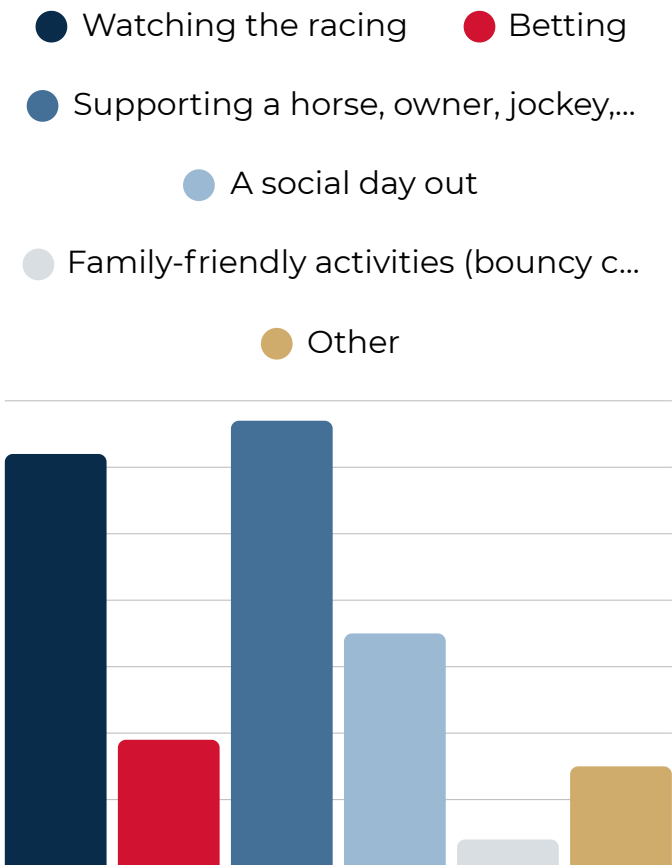


## Motivations for Attending

Watching the racing (67%) and supporting a horse/connection (62%) are key.

Social day out (35%) also strong.

Less emphasis on family-friendly activities (4%) and hospitality (4%).



# THE OUTCOME

## Information & Promotion

Sources of info:

- Point-to-Point website (76%)
- Social media (38%)
- Point-to-Point Planner (56%)

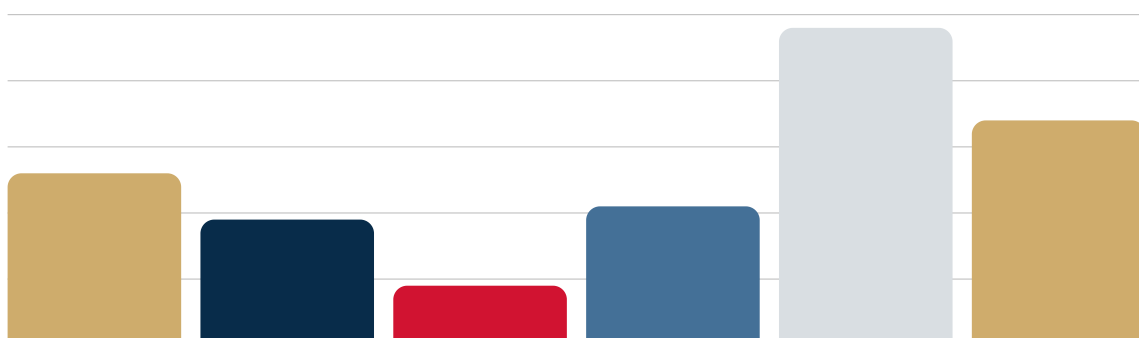
(Multiple answers were allowed for this question.)

Ease of finding info: 88% said very or somewhat easy, but 12% reported difficulty.

- Improvements wanted to encourage attendance:
- More promotion & visibility (26%)
- Better access to race info (48%)
- Improved facilities (19%)
- More family entertainment (9%).

What would make you more likely to attend point-to-points in the future?  
(Select all that apply)

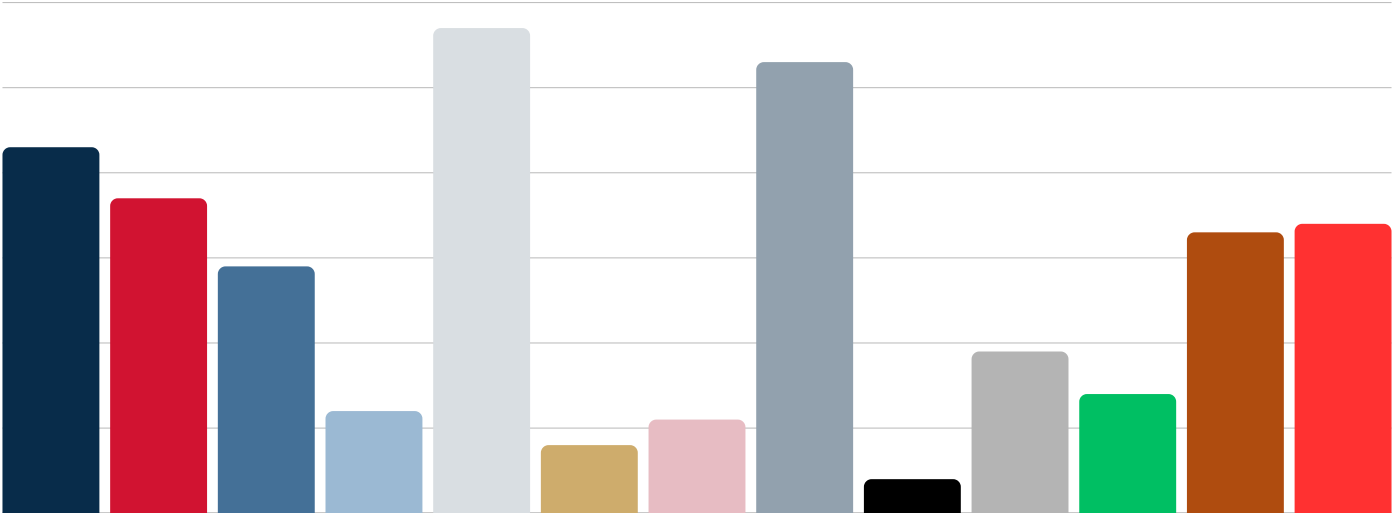
- More promotion & visibility
- Improved facilities
- More entertainment for families/children
- Enhanced hospitality & food options
- Better access to race information
- Other



# THE OUTCOME

## Priorities for the Future

- Top areas to address:
- Increased prize money (57%)
- More runners/bigger fields (53%)
- Better owners' experience (43%)
- Improved communications (33%)
- Lower horse entry costs (34%)
- Attractions/things to do on the day (29%)







# PPA RESPONSE TO QUESTIONNAIRE FINDINGS:



The 2025 Point-to-Point questionnaire has given us a valuable evidence-based picture of our audience, their backgrounds and their needs. We are hugely grateful to the 601 people who took the time to respond, providing insights that will help shape how we promote and develop our sport.

The results confirmed much of what we expected: point-to-point racing is underpinned by a loyal, rural audience with deep equestrian connections. The majority of respondents were aged 55 and over, with many working in agriculture and equine industries and over 64% directly involved in racing or equestrian sports. This is no surprise given the sport's roots and traditions. However, the limited engagement among under-25s highlights a generational challenge and one we are actively addressing through targeted youth engagement, digital content and initiatives to make race days more appealing for families and newcomers.

Attendance patterns also reflected a committed audience, with most people attending 4–15 meetings per season and many travelling 50–100 miles to do so. This underlines the dedication of our community, and it is our responsibility to make those race days worth the journey. Respondents were clear that while the racing itself is the main attraction, there is appetite for more entertainment, improved facilities, and a more welcoming race day experience. In response, we are working with fixture organisers to improve amenities, broaden race day activities on offer and invest in experiences that enhance the day out for both core supporters and owners.

## PPA RESPONSE TO QUESTIONNAIRE FINDINGS:

Another strong theme was the need for better promotion and communications. While most respondents rely on the Point-to-Point website and Planner, many also wanted easier access to information and greater visibility of the sport. This is exactly why we have invested in a new website, stronger social media presence, and clearer communications through newsletters and updates. These efforts are already helping us reach beyond the traditional audience, and we will continue to build on them.

Unsurprisingly, the survey also highlighted the importance of increased prize money, bigger fields, and stronger owner experiences. These are long-standing issues, but hearing them so clearly from our audience reinforces the urgency. We are working closely with stakeholders and sponsors to grow investment, support owners and trainers and working on initiatives to grow field sizes over the coming year — all vital for the health of the sport. The PPA has also increased prize money in pointing this season by 20% across the board.

Overall, the findings show a sport with a passionate and committed core audience but also clear opportunities to evolve. Our response is focused on three areas: modernising communications and promotion, improving raceday experiences for all, and strengthening the support structures for owners, trainers, and participants. By doing this, we aim to honour the traditions of point-to-pointing while ensuring its relevance and vibrancy for future generations.



## Q21) What changes or improvements would you like to see in point-to-point racing?

### A selection of the 601 responses:

“Personally I would like to see more prize money for races as it's very difficult to keep the horses going, I'm well aware this is only an amateur sport but I believe that if the costs were reduced or the prizes were larger you'd find more competitive races. I think the new changes that are scheduled for the oncoming season will be very interesting to see how they go as I think it's a look in the right direction!”

“More accurate going reports. More owners/syndicate car passes.”

“Better publicity for people wanting to get into ownership/syndicates  
Fewer meetings to increase field sizes. More support from the PPA for organisers rather than a hands off approach issuing instructions from afar. PPA to listen to people in the sport and stop making decisions/changes with a short implementation time without consultation with those in the sport.”

“Improve prize money and quality of racing, continue to encourage younger generation to go for a day out.”

“The sport needs to address the downturn in attendances. An example being the Melton Hunt Club meeting. This used to attract vast crowds and I had the No1 pitch along with around 50 other bookmakers. This produced great value to owners and punters alike. Now you would be lucky to have double figures standing and the crowd likewise has contracted to less than half what it used to be. I have had several horses under rules and would like to enter the P2P scene with a new horse in the next 2 years. The ground is the other worry as the climate changes the ground is firmer and harder to produce safe jumping ground.”



**Q21) What changes or improvements would you like to see in point-to-point racing?**



“Better planning of meetings, so theres racing most weekends spread them out more! Finish the championship at Usherleigh, we should be supporting every meeting put on by hunts.”

“When charging 20 pounds or more entrance fee a free race card could be included.”

“I think the sport is run very well as a whole, it's the decreasing numbers of participants. Finding a way of drawing in more/new owners, trainers and riders in a cost effective way with easy entry.”

“Irish Point to Pointing is thriving. You should look to it and see why you should then look at English Point to Pointing and see why it is on the decline. The organisation of it is very short sighted.”

“The present programme of Pt to Pts was put together when there were more than 4000 certs issued .With less than 1500 issued this year & falling the programme can't survive.”

“More races for younger horses would encourage owners to invest in young stock just as Ireland does”

“Better collaboration with large racecourses.”

“Be nice to get the number of runners on the rise, fixture list looks to need a big change. Both over the duration of the season and geographical changes as some areas have no meetings and then 2/3 meets within a couple weeks of each other.”

## Q21) What changes or improvements would you like to see in point-to-point racing?



“Owners hospitality/winning connections. Without owners we wouldn’t have the horses and they get a very poor deal compared to under rules. They get treated worse than the stewards.”

“I think we need to give the owners a better experience on race days. It wouldn’t take much to put an area on the end of a marquee and provide a warm dry area for them to have a hot drink and a sandwich for instance and would just make them feel appreciated on a race day.”

“Badges for jockeys so we can go and spectate without paying admission as we already pay a lot for our licenses”

“Social media to get people going pointing that have never been before.”

“Going reports need to be done by a complete non connected person to the meeting holding the point. Some of the reports are so far fetched even by the BHA officials because they feel an obligation to the hunt/organisers. Better press coverage. More drug testing of horses NOT just the winners.”

“I would like all hunter chases to be framed that only horses eligible to run in a ptp on the day could run therefore giving point to point people a chance to win on the big stage rather than a licensed trainer being able to compete. I like the idea of framing a race for horses that are not rated x or y under rules but think there should be a timescale caveat in that, I.e, if a horse was rated 125 for example he should not be penalised if that was 3 years”

## Q21) What changes or improvements would you like to see in point-to-point racing?



“A better ticket system for owners and more tickets available. Many horses are owned by several people and to expect an owner to have to pay to go and watch your own horse run is a complete embarrassment. Hunts are not welcoming when trying to ask for more tickets for owners. It makes an owner question why they should have a Point to Point horse and not a National Hunt Horse! They do it because they love the sport so this issue must be addressed.”

“I think it would be helpful to provide a more accessible, layman-friendly explanation of point-to-point racing. It's a complex and nuanced sport, and those who've grown up around it naturally have a much deeper understanding than someone attending for the first time. The declarations process isn't ideal either — it relies heavily on the loudspeaker announcements, which can be hard to follow if, for example, you're enjoying a picnic with family and not right by the paddock. There's also a real opportunity to better promote the jockeys and trainers involved. The Pointing Pointers podcast is a great platform, and it would be fantastic to support them with more detailed information to share. Finally, it would be great to follow and promote the progress of horses that win maidens and are subsequently sold on. Tracking their journeys could really help showcase the value and excitement of the sport.”

“Anyone who wishes to run their horse in a hunter chase should have ran in at least one point-to-point that season. Would need sorting with the BHA but would be an easy win for horse numbers.”

“It should be run by a national governing body. Sponsorship funds should be centralised. Standards should be the same across the various meeting. Going reports race selection facilities treatment and thanks to sponsors. Sponsor and owner hospitality should be centrally run.”



**Q21) What changes or improvements would you like to see in point-to-point racing?**



“I would like to see less fixtures especially on bank holiday weekends as the quality of the racing becomes diluted. Also later start times particularly in April and May may encourage more spectators. I don't see why the last race has to be at 3.30, for example when it doesn't get dark until 6.00 pm.”

“Each area works together not against each other else the sport will be gone. Use as a training ground for BHA officials stewards and starters etc this way get more funding and run better.”

“Raising the weights in mixed opens to 12 stone, if horses ridden by a female can carry 12 stone in maidens, conditions and restricted races why can't they carry that weight in mixed opens.”

“Less focus hunting. It's time for point to pointing to adapt to the 21st century an stand on its own. More horses are needed, permanent fixtures, where courses can be watered properly supported by improved prize money. It's time for point to pointing to adapt.”

“More reasons to bring an average under rules horses that don't have much success to come pointing. At the moment there a no incentives to bring a horse into pointing.”

“Colours added to the race cards not the colours in writing making it so difficult to understand which horse is which in running.”

“The main thing for me is to improve the owner experience. I realise it can't match rules, but more can be done. I know the BHA has control over prize money limits, but there is a case for lobbying them.”

## Q21) What changes or improvements would you like to see in point-to-point racing?



“As an owner I understand what is going on at a race meeting but many casual race goers do not so it's vital that procedures are announced and explained. Also more information about the horse, trainer and jockey given out on loud speaker would encourage the occasional race goer to be more involved and go again. Entries and declarations should be explained why don't horses who are entered not run?”

“More tickets for owners Just access for 2 people not acceptable.”

“A streamlined fixture list. I love the quality of racing during the first half of the season when there are two or three meetings per weekend. The sudden jump in meetings to Seven or eight per weekend completely kills the season. Also the race planning appears to cause the odd walk over and even void race situation. Often they will be a conditions race with three or more scheduled in a weekend at meetings within an hour or so of each other in distance.”

“I would like a focus on inclusivity- making it an enjoyable day out for all. I have ridden in P2P and work in racing and have found going pointing intimidating due to the close knit nature of the community. I'd love to feel comfortable to take my family for a family day out.”

“More variety, such as: non thoroughbred races, the old fashioned 'Members Races' , side saddle Dashes, pony races, but not just the professionals - ordinary pony club ponies and ordinary pony club members, dog shows, trade stands, rural crafts, big screen to watch the races and the prize giving etc to keep up to the minute of what is going on.”

“Let licensed trainers have a race series with their own stable staff riding their horses.”

## Q21) What changes or improvements would you like to see in point-to-point racing?



“Think that Pointing has come a long way over the last 4 decades. It has become very professional, mostly in a good way. The range of distances you now have in the sport accommodates more horses, meaning you are catering to a wider pool of horses which I thoroughly endorse. I have definitely had horses over the years that were unable to stay 3 miles, however with two and a half mile races they would have had a chance. Love that the sales houses support the young horse market, think that this is becoming the life blood of pointing. Think that some 12st 7 lb races would help some of the amateurs. The population is heavier but Pointing has reduced the weights a lot over the last few years, potentially those people might be lost to the sport. Much of what you are asking about in this survey makes sense, increased media coverage will help attract bigger sponsors and therefore help to increase prize money to help to retain owners in the sport, or attract new owners. Maybe try to emphasis the differences to racing under rules. For example, being closer to the action and the horses. Could offer something like course walks for the spectators, they maybe pay a small fee, but like Badminton. Obviously the course isn't as varied, but still to walk the course with a top jockey and get to ask questions about racing might appeal. Invite RoR to have parades, I think that it is starting to happen, the general public love it. Have themes, so Christmas fairs in November & December, Spring fairs, Dog shows etc. Think that Pointing is doing a lot it is a changing environment, many of the farming community that used to ride, hunt & keep horses and have some Pointers, are more into shooting these days, shooting seems to have almost replaced hunting in the farming community, need to think about how to replace those lost owners.”



## Q21) What changes or improvements would you like to see in point-to-point racing?



“Briefly during Covid there were 48hr declarations. If this was re-introduced it would mean after driving for 3 hours I would roughly know how many runners I would see racing. Last season, by my reckoning and using data gleaned from the P2P website an overall average of 57.8% of horses ran against the single entries made. While some of the 'no shows' might be down to the ground on the day the main culprit are the multiple entries of horses across the cards. While the larger keepers can afford to send some horses to different venues on the same day most attend the one meeting and I try and second guess if that will be the one I am attending. I remember asking Peter Wright about 48hr declarations and I think he said there are administration problems to do it.”

“As weekly publication like there used to be in The Weekender and Horse and Hound.”

“Looking after owners better, some point to points are better than others. Should be a standard across the board. Encourage more syndicates, speak to racecourses on how they do this. Owners area to meet up with fellow owners. Winning connections drink afterwards Registered officials to receive a thanks of support from PPA at end of season. A lot of volunteers in the sport throughout the season who are the unsung heroes, many supporting every point in the area.”

“Better videos for sales horses and an improved owners experience. To train a horse now is so expensive and when you have to convince the person on the gate you own a horse running after the they have not sent any tickets is rather frustrating. Having a hospitality tent for owners like they do for the sponsors would make a difference for people to be able to get a drink and food and be able to sit down undercover.”

## Q21) What changes or improvements would you like to see in point-to-point racing?



“An increase in prize money would help, appreciate it’s easier said than done however costs are rising and personally it costs me £420 a month to keep the horse cared for (food,shoes,stable) with race day expenses on top you do it for the love but increase prize money would help keep horses in the game and people floating.”

“1. Better treatment of Owners - a cup of tea and a piece of cake, better parking, some acknowledgement from the organizers of the Owners importance.

2. Treat spectators better - some courses have very expensive "premium" parking to the detriment of "ordinary" spectators.

3. Have a national entry ticket - either individual or by car.”

“Better publicity for people wanting to get into ownership/syndicates  
Fewer meetings to increase field sizes Increase support from the PPA for organisers rather than a hands off approach. More paid staff in the PPA office to directly help assist fixtures would help with this. The sport has changed over recent years, regs and health & safety forms have increased which in term increases admin and work load. Also more consultation processes to ask the people who make the sort happen what they would like to see.”

“Live results for every race across the country, so people who cannot attend can keep up to date quickly! And videos submitted quicker.”



# PPA SOLUTIONS TO QUESTION 21'S RESPONSES:



What a great range of comments and solutions to this question, respondents obviously gave it a lot of thought. We're delighted to say that most of the issues raised are already in hand. The biggest points highlighted were:

## PRIZE MONEY

We have announced a 20% increase in prize money pots across the board for the 2025-26 season. It is the first increase in years and although in real terms it may not be a huge amount it will hopefully make a difference. It also lets everyone know that the PPA and PPSA are listening to owners and acknowledging the increased costs of having and running a pointer.

## FIELD SIZES

Field sizes are a major concern and the area which received most complaints last season. There's no easy fix as we simply have too many fixtures for the horse population and, like rules-racing, we cannot simply stop a fixture from running. While most fixtures agree there are too many, it seems very few want to give up.

We are looking to solve this in two-ways as part of a three-year plan:

**(1)** Create a more balanced fixture calendar across the season and ease fixture congestion, via higher and lower fixture fees and more flexible HBLB funding, depending on day and time of year. We've brought this in for the 2025-26 season and have seen around 12 fixtures move dates, however it will take a few years to see a proper impact.



**(2)** Retain our existing horses and attract new ones. Again, not an easy one or a quick overnight fix as the general thoroughbred population is falling. However, by improving owners experience, increasing prize money, better marketing of pointing to a wider audience and new initiatives like the GB Pointing bonus, 0-110 rated series, we're at least starting to introduce new ideas and ways of tackling falling numbers.

### **OWNER'S EXPERIENCE AND OWNERS' TICKETS**

Another hot-topic that was raised constantly throughout the 2024-25 season. Although both are down to individual fixtures, as part of the fixture licence process the PPA are asking fixtures what owners' ticket allocation they are giving, and what owners experience they are offering. The PPA will be encouraging a consistency across the sport with details for each fixture appearing on the new website, we will then actively highlight those fixtures going above and beyond.

PPORA are also looking at awarding grants to fixtures which deliver a better owners experience. Again it's not an easy overnight fix, but one which is high on the PPA's agenda as it is a blocker to entry in attracting new owners.

Going reports have been highlighted as needing improvement, and we are already working on this with fixtures, Clerk-of-Courses and BHA Course Inspectors. All everyone wants is a realistic and honest going report to allow them to make properly informed decisions.

Giving syndicates better publicity and support is another part of our marketing strategy as syndicates will be a key area in increasing horse numbers. The new website will have a specific syndicate area and we will be highlighting owners and syndicate experience as part of our improved video content, Pointing Pod and Blue Mic initiatives.

## PPA SOLUTIONS TO QUESTION 21'S RESPONSES:

Increasing attendance is another core area that marketing will focus on. Crowd numbers have been increasing over the last few years with many fixtures reporting record crowds, so pointing is doing something right. However, we need more race-goers as this will increase revenue for fixtures which they will hopefully feed back into better prize money and owners experience amongst other things.

Online ticketing is another thing we have in hand. For the coming season we want to encourage more fixtures to offer e-ticketing, with the plan being they are all on the same platform for the 2026-27 season and run through the new national website. This will make life easier for fixtures, hopefully increase revenue and allow us to use the data more effectively for marketing purposes.

Several people mention the IRE Point-to-point model and compare it to the GB approach. It's not a like-for-like comparison however as the Irish model is heavily subsidised by the Irish government, is VAT exempt as it counts as agriculture, and is focused on commercially producing NH horses. They also tend to have less spectators going for a nice day out, with most of their crowds attached to specific horses or yards. In the UK pointing counts as a hobby, is taxed accordingly and receives no subsidies by the government. A day GB pointing is a hugely entertaining day out whether you are going with a horse, family, friends and a picnic, and not just a commercial production line.

Fixture congestion comes up time after time and everyone agrees there are too many fixtures for the number of horses, this leads to small fields sizes, uncompetitive racing and dilutes the race-goer experience. As mentioned above we are working on this as part of a three year plan to deliver a more balanced fixture calendar and less fixture congestion.

## PPA SOLUTIONS TO QUESTION 21'S RESPONSES:



The recently announced £250,000 GB Pointing bonus scheme underwritten by HBLB should hopefully see more 4 & 5 year old horses start out in pointing. It's part of a three-to-five year programme of initiatives across racing aimed at increasing GB foal numbers and increasing the quantity of quality horses. We've introduced it this season as a 15-race series sponsored by Tattersalls and Goffs.

The PPA completely overhauled its marketing and social media strategy, employing a Digital & Content Marketing Manager in January and bringing all marketing activities in-house in March. This gave us three months at the end of the season to try new ideas and approaches, find out what works and what doesn't. Unexpectedly we received some negativity and online abuse which crossed the line, mainly from people who didn't want change, couldn't understand what we were doing or thought it was all "a waste of time". However, as you will read in the annual report recent figures speak for themselves, with the first ten-week period alone doubling the figures for the whole of 2024. This success story now allows us to engage with more potential national sponsors. The ultimate aim of marketing is to engage and introduce more people to pointing which should in turn increase race-goer numbers, profitability for fixtures, owners experience and increase horse numbers.

There were some good comments on Hunter Chase horses having to run in a point-to-point before running in a Hunter Chase which I will look to explore further.

As part of the new national point-to-point website, launching for the 2025-26 season, we are looking at making more videos and general content free to access, with results uploaded quicker. There will be

## PPA SOLUTIONS TO QUESTION 21'S RESPONSES:



sections explaining what pointing is and what a great day out it is, as we try to make the sport less intimidating and more welcoming and inclusive to everyone.

There were some good suggestions on race day entertainment outside of thoroughbred racing. This is something we have been working on already with fixtures for the coming season. We have capped the number of races at 6 per fixture (although races can still split if runner numbers require it), are allowing less than 6 thoroughbred races at Easter and bank holidays and are encouraging fixtures to run Pony races, Hunt scurries, Hound races etc.



## Q22) Any additional comments or suggestions?

### A selection of the 601 responses:

“Less fixtures over all, hunts should form racing clubs where they unite their fixtures creating better racing, more runners, more helpers on hand, put on a better show and ultimately generate more money they can split between themselves. Hunts need to come together for the good of the sport and alleviate pressure for themselves to work smarter not harder!”

“Well done with the reorganising of the fixture list for 2025/26”

“It would be good to see bigger field sizes. Would opening up some races to rules horses be possible? We all know that horses from some professional yards are already pointing.... why not make it transparent. It could provide more income for pointing.”

“Financially support less popular meetings with their set up costs. Help to underwrite insurance costs should meetings be cancelled.”

“If you allow professional trainers to run their horses that they train in point to points (I am a licenced trainer), then the registration fees for professional trainers should be considerably more than the 'amateur' keeper/owner fees, so that the professionals subsidise the amateurs.”

“Encourage more hunts to share the better courses and therefore keep their running costs down.”

“I think some of the coverage by the “blue mic” brigade has been excellent and was definitely needed. I love the post race interviews and would love more meetings to do them (it's so interesting) providing the interviewer knows the right questions to ask!!”

## Q22) Any additional comments or suggestions?



“More races for first time jockeys coming up from pony racing - our son was racing against professionals aged 16 - should be more support to help youngsters get going - so much help in the pony racing world then when the go pointing absolutely nothing.”

“Get rid of hunt certs where most the money ends up in the hunts pocket!”

“More live music after racing in the summer to attract bigger crowds.”

“Induction training to young jockeys on horse welfare and when to pull up etc go through the rules etc.”

“Promotion of the hunts and their contribution to the countryside is also important. People genuinely enjoy seeing well-kept horses and dogs in the same environment — it’s part of the charm. Pointing offers a safe and welcoming space to celebrate hunting, and it’s worth encouraging pride in the sport, even if some may feel hesitant due to outside perceptions.”

“Handicapping for highly rated ex chasers dropping down into points? Also these horses to run in points before hitting the Hunter Chases in order to help with more entries otherwise we will lose all our sponsors”

“allow more prize money as the BHA restricts what you can give. if your local hunt or meeting can get a good sponsor to give a high prize then let them.”

“Owner and sponsor hospitality should be at every race meeting as standard.”

## Q22) Any additional comments or suggestions?

“The other topic I feel strongly about is that horses trained by professional licensed trainers being allowed to run. When I first ran our family horses (50+ years ago) this was not allowed and horses could not jump between a professional yard and a point to point yard in the same season. At least keep some races solely for horses trained by young up and coming trainers and give them a chance.”

“Improve the national point-to-point website.”

“One complaint I have is where meetings are trying to encourage the purchase of e-tickets in advance of meetings taking place but then in some cases not making refunds if the meeting is abandoned. If I know this is the situation I now only pay on the gate. However if this happened to people new to Pointing it is not likely to encourage them to attend the following year or possibly put them off attending any future Point-to-Points.”

“Point to pointing is a wonderful day out in beautiful surroundings with the option of watching racing all over the course and even from your car (unlike rules racing). It should be promoted more vigorously emphasising these points and how unique the sport is and how pleasurable it can be, especially when the weather is decent. The variety of tracks around the country is a massive plus and should be preserved where ever possible. It is a wonderful sport!”

“Living in an area with a few pt to pt courses close by there are a lot of people who still don't know what pt to pts are, where the courses are, what happens there etc. More publicity or awareness of the sport through normal racing channels.”

## Q22) Any additional comments or suggestions?

“Love what you do, just seems very hard for young riders who do not have family connections, and very hard against effectively professional trainers and jockeys despite being an amateur sport.”

“Maybe run some livestream free to watch meetings in the first part of the season with quality racing attracting the best horses and jockeys to grow an audience. Maybe qualifying races for the bigger end of season finals / Hunter chases..”

“Refreshingly positive to see how many people and communities around the country(including you guys) are all so keen to improve the sport and keep it going. Wonderful and forward thinking - thank you.”

“Season ticket purchases instead of individual race day tickets to encourage multiple attendances in certain localities.”

“Horses run regularly as and when fit and as and when last run. Planning the campaign is not easy when fixtures are scarce or crowded and only over weekends or bank holidays. Many factors have to be considered. Planning meeting dates would be a good start to help.”

“3/4 weekends a season, have a premier meeting to host finals, good opens, young horse maiden, winner of 1 races. Good prize money and make it the only meeting that weekend at good courses such as Garthorpe, Larkhill, Chaddesley etc. winner of 1 races or maiden finals to give sales horses some substance to compete with Irish. Live stream to be able to watch these good races all over the country and commercialise racing for the good of the sport.”

“All races need to be recorded no excuse not to in this day and age even an iPhone will suffice.”



## Q22) Any additional comments or suggestions?

“Firstly I just wanted to say what a wonderful experience pointing is. I've attended over 500 meetings and generally average 20-30 each season going all around the country and making great friends. In terms of improvements, anything that increases the competitiveness and numbers of runners. One unfortunate consequence of COVID is that fewer hunts seem to be running their own bars these days, with commercial outlets now operating instead at around 50% of venues. This increases costs for spectators and generally offers a worse experience. I am a real ale drinker (like a good many of other spectators) and one of the joys of travelling round the country is the opportunity to taste local ales, straight from the barrel, at a reasonable cost - good examples are The Grafton (Edgcote), The Warwickshire (Mollington), Pytchley with Woodland, Fitzwilliam (both Dingley), all High Easters meetings, bad examples Fernie (Dingley) and all Kingston Blount Meetings, which used to have excellent ales until a couple of years ago. Please encourage hunts to run their own bars and stock real ale.”

“Move with the times. Too many point to points are run with the old fashioned attitudes. Also, consider starting the season earlier, say late September/early October and give early meetings the opportunity to select a secondary date in case their first date is hampered by our ever changing climate.”

“I was very happy to see that the continuation of conditions races was announced as I was very worried that we would lose a lot of horses from the sport because of those changes. Early season points are so important and need to be supported by the sport as that's where the best racing is and they aren't running those meetings to make money.”

“Better dope testing.”

## Q22) Any additional comments or suggestions?

“BHA need to support the grass roots of the sport more. More promo, more insights into why we need pointing and young horses coming through the system. Encourage pro trainers to have a pointer in the yard for the young keen jockeys to have a go. Follow the journey of the jockeys. Some sort of incentive to do it? Maybe a trainer/young jockey points system. Reach out to some big racing syndicates to see if they can have a pointer on the books, start in a point and progress under rules. Owners group etc. bringing new racegoers into pointing. Encourage p2p to do more than just racing. Family friendly, dogs shows. What about running alongside other equestrian sports. What's stopping p2p's having a showjumping ring on the course? Sports mixing, new people but both interested in equine activities.”

“Make things simple to understand, more basic information required.”

“Thank you for asking the people who are directly involved/contribute to the sport what they would like to ideally change.”

“The use of social media to promote point to pointing is brilliant as it is helping to promote pointing to a newer crowd.”

“Every area needs a fixture planner so each local meeting has the correct races to achieve more runners competitiveness, ie week 1 have conditions 2 and 3 for novice jockey levels then week after have level 1 and level 2 novice jockeys I would love to help create a good programme.”



## PPA SOLUTIONS TO QUESTION 22'S RESPONSES:



Again a lot of very good points raised and solutions suggested. It's great to see so many people passionate about pointing, giving the survey so much thought and taking the time to respond.

Many of your mentioned Hunts uniting and forming clubs to "work smarter not harder", sharing courses, reducing costs and increasing helper numbers which should lead to them making more money. It was also felt this would improve the quality of racing and field sizes. This is something we will discuss more with the BHSA (British Hound Sport Association) and fixtures, as on paper it seems like a great, logical idea.

The subject of allowing more professional trainers to run pointers was raised several times. It's something the PPA Board looked at recently and put out to consultation across the sport. The decision was to leave things as they are for the time being while we assess the effectiveness of other new initiatives, but revisit it regularly. Some good suggestions to charge licensed trainer more for running in points and allowing them to only run in certain races.

Attracting more under-rules horses to pointing was also raised, something we are already doing with the new 0-110 rated series, better marketing and improved owners experience & prize money. Again we will revisit this subject once the impact of the new initiatives have been assessed.

Our new marketing and social media strategy money seems to have gone down very well with the more forward thinking participants. We have a new website coming for the 2025-26 season, which should properly reflect our sport, and a range of new nationally spread content creation initiatives aimed at engaging our current audience while

## PPA SOLUTIONS TO QUESTION 22'S RESPONSES:



getting to a new and wider one. There's a lot to come so watch this space!

Some of you mentioned better support from the BHA and wider racing community for pointing. This is something that was certainly lacking previously, but we have worked hard on this over the last year and have built better and stronger relationships. We have also re-enforced pointing's position as the "Grass roots of British jump racing". We are already seeing signs of more support, engagement and interest from the wider racing community and will continue to focus on and grow this area.

Many of you raised the subject of first year rider costs and training. We're working on the finances and putting the finishing touches to a programme for the 2025-26 season, looking to support first and second year riders. We're looking at subsidised or free RQCs, rider assessment and Jockey Coaching for first year riders, and subsidised RQCs and Jockey Coaching lessons for 2<sup>nd</sup> year riders. We're also looking at riders booking Jockey Coaching lessons with their preferred Jockey Coach rather than attending centralised BRS workshops which are limited by geography and date.

PPA will be supporting Jockey Start and have applied for HBLB funding. Jockey Start is an initiative aimed at riders who may not have the connections or finances to ride in pointing, aiming to support and guide them in doing so.

Local Race Planning committees were also suggested and is something we have already introduced for the 2025-26 season. It's part of our three year programme to deliver a more balanced fixture calendar and safely maximise racing opportunities for our horse population.



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