



£3.7 million and counting

◆◆ **Wow! With the £20,000 Great British Bonus, we won more prize money at Salisbury than we did with our recent Royal Ascot winner. ◆◆**

Alex Cole, racing manager to Mrs Fitri Hay, owner of PRADO.

◆◆ **I've never won so much in all my years in racing. This ensures that we can keep breeding from this wonderful family for a few more years. ◆◆**

Richard Vines, owner and breeder of PERFECT MYTH, who has won £40,000 in bonuses.

◆◆ **I have kept horses in England for the past 25 years. These bonus systems are very important as prize money is relatively low in the UK compared with France, which would be closer for me. ◆◆**

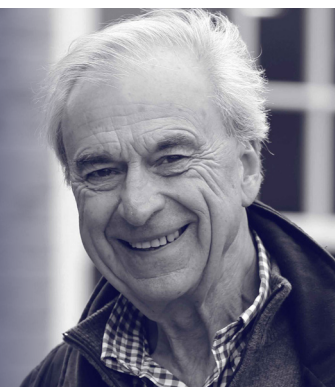
Markus Graff from Zurich, owner of FIVE STARS, a multiple bonus-winning filly.

◆◆ **Just got the email confirmation – what a pleasant surprise. Not only a lovely winner and lovely horse, and winning the bets, but £20k as well. I can tell you one thing, I will be looking for more British-bred fillies. ◆◆**

Alan Rogers after his horse, GENTLE JOLIE, won the first of two £20,000 bonuses.

◆◆ **Two of Kissable's offspring have been GBB registered, which no doubt was a positive incentive in the purchase of the Sea The Stars filly (Five Stars) who has won two bonuses so far. Loving Dream has graduated out of the scheme, as it were, but that initial boost to her income certainly helped finance her progress. As far as we are aware, Kissable is the only broodmare to have had progeny win three GBB bonuses. GBB has been a lifeline to the fillies programme and to British breeders like us ◆◆**

Trevor and Libby Harris, owners at Lordship Stud



A message from the operations executive, Charlie Newton

Looking back at the June newsletter, it is wonderful to see the progress **GBB** has made.

Since its inception in June 2020, the scheme has paid out £3.7 million in bonuses over 262 races. Some 209 fillies and mares have won, among them 46 multiple-bonus winners. Of that £3.7 million, 85% (more than £3.1million) has gone back into the pockets of British breeders and owners. More statistics and data below.

It's been a terrific season for the Flat with 178 **GBB** races being won; the scheme is funded 70% from Flat resources so it is right that it takes the lion's share of bonuses. But now the Jumps are under way, and it will be great for those mares to build on last season's success. Given that only 33% of National Hunt horses in training are British bred – and that number drops year on year – supporting British Jumps breeders has never been more important.

In terms of sales, it has been a great year. I've attended most of the major events in Britain and heard first-hand about the enthusiasm for **GBB**: purchasers willing to pay that little bit more for a **GBB-registered** Lot; breeders who'd rather take the filly home and race her themselves than sell her for less than the reserve; and buyers looking specifically for **GBB** horses. I'm looking forward to next year when we should have some tangible and comparable data to share.

At the time of writing, it's the October Yearling Sales at Tattersalls where nearly 400 fillies have been catalogued. We've made a real effort to try to improve the marketing of **GBB** fillies at sales with the introduction of digital catalogues, strong social media engagement and a dedicated sales presence.

I've now been on board for six months and I am thoroughly enjoying the job. I would like to thank everyone I have met and spoken to since April for welcoming me into the fold. I'm excited to see what the next six months brings.

Marketing and promotions

The registration period for 2021 foals closed on September 30th and, to date, we have captured 1,636 registrations. This is an identical number to 2020 which is expected increase to around 1,650 once a handful of outstanding foal DNA typing queries are finalised.

There are 2,094 fillies eligible for **GBB** in the 2021 crop and 79% of those will be captured. The next registration period is for 2020 stage 3 and will close on 28th February 2022. Marketing will begin early in the new year and, thanks to having already captured the data relevant to these, the task is not expected to be as taxing as the registration period just completed.

The sales period is now well under way and **GBB** fillies are in demand. While we have numbers to compare on a like-for-like basis with last year, no real comparisons can be made as the pandemic made such a difference. However, what is certain is that **GBB** is boosting the middle to lower market significantly with premium prices being achieved for **GBB-registered fillies** when compared with those that are not. Once the sales season is over, we will pull all the numbers together.

Marketing now turns its attention to encouraging buyers that it makes sense to buy **GBB** fillies. Significant sales support is being

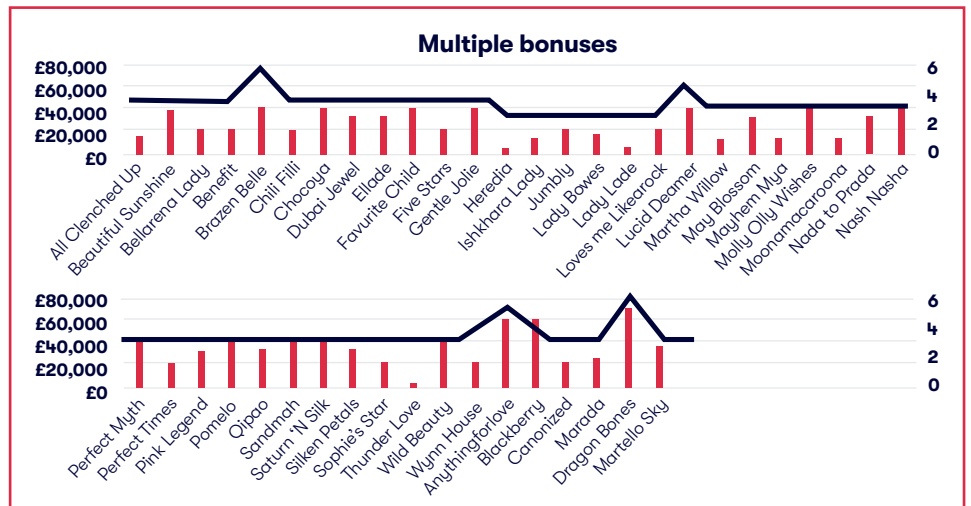
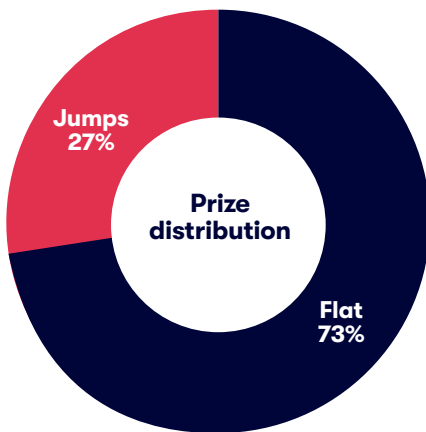
provided to the sales companies and vendors, via all media and collateral. **GBB** Lots will be easily identifiable by hip stickers, door cards, bookmarks, and so on. And, as the weather gets colder, you will also see **GBB** snoods and fingerless gloves putting in an appearance. Charlie does a great job with limited resources, and this is a very hectic time for her and **GBB**.

For some time, we have been in discussion about Racing Post identification of **GBB** runners and winners. Now, a two-year deal has been agreed with the paper to provide this from 11th October and, while this will stretch the **GBB** marketing budget, it is seen as another important step in reinforcing the **GBB** message. We also plan that, next year, a "sales" page will be available on the **GBB** website giving early identification of all fully qualified fillies to help vendors and purchasers alike.

Finally, I am very pleased to report that the **GBB** marketing campaign has been recognised with a Highly Commended Award in the best integrated marketing campaign category at the recent MemCom Excellence Awards.

These things don't just happen, and great credit should be given to the TBA team and our content marketing agency, CPL, which launched and continues to support **GBB** so well.

Philip Newton, GBB Management Group



Marketing highlights from July to September 2021



More than
41,000
website views

Number of
website sessions
over **7,000**



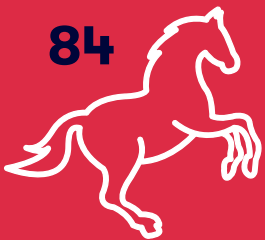
New website users
2,370



More than
490,000
impressions on Twitter

GBB Jumps winners:

84



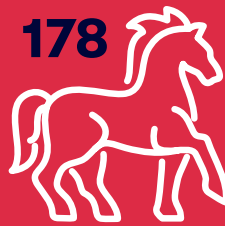
GBB Jumps
bonus payments:



£1,002,875

GBB Flat winners:

178



GBB Flat
bonus payments:



£2,685,500

Total bonus payments:

£3,688,375



2020 stage 3 Flat registration closes on 28 February 2022



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