

NEWSLETTER

WELCOME



Hello everyone, and welcome to the latest newsletter for our participants.

The 2025/2026 season is well underway, and we hope you have all enjoyed engaging in our new initiatives being introduced. We plan to produce this newsletter more frequently and welcome questions, feedback, and suggestions for features as the season progresses. To submit feedback or raise questions, please email sophie@p2pa.co.uk who will help to ensure your question is answered via this newsletter or our video updates from the PPA team.

INDEPENDENT BOARD MEMBER

The PPA have announced the appointment of William Easterby as an Independent Board member, replacing Fiona Needham whose six year tenure comes to an end this month.

Caroline Bailey, PPA Chair, said "We are delighted to have William join the board. As a rider, trainer, owner and Clerk of the Course he is very involved in all aspects of the sport. It is important to bring new views to the board and he will be an excellent representative for point-to-pointing in the north"

William Easterby said "I'm really looking forward to being involved and giving something back to a sport that I love so much. Point-to-pointing means a great deal to me, and I'm keen to help ensure it continues to be enjoyed by more people. Ultimately, I want to help make pointing as good as it can be. One of its greatest strengths is the people involved – there are some fantastic characters within point-to-pointing, and sharing that while encouraging more people to get involved can only help the sport to grow and thrive for years to come."

Paul Miller, PPA CEO added "I think the Board have made a great choice with William's appointment. We had over 20 applications and some really good candidates in the mix, so he was up against some pretty strong competition. I think Wills experience in pointing, his passion for the sport and his desire to see it flourish in the future is exactly what's needed. I'm really looking forward to working with him" The PPA would like to thank all applicants for taking the time to apply and interview for the position.

BEHIND THE BLUE MIC

You will have noticed the increase in the amount of content being produced and the number of people involved locally. Rest assured this is all being funded externally. We have received a significant increase in funding from national partners due to higher social and web stats and the new website, all of which will be reinvested in marketing the sport to a broader, newer audience. HBLB (Levy Board) has also awarded PPA two generous marketing grants: one for general p2p marketing and one for the GB Pointing Bonus series. The PPA strives to keep Hunt Cert costs and increases as low as possible.

THE BLUE MIC GOES ON TOUR

Filming will take place at Alice Dawson's, Tom Scudamore's and Bea Coward's (as voted for by the public) in January and the start of February. Footage will be released towards the end of February and into March.

2025 MARKETING STATISTICS

Since the launch of our new marketing strategy in March 2025, alongside the rebrand to GB Pointing, the streamlining of our social media channels and the introduction of the GB Pointing 'Blue Mic' – British Point-to-Pointing is reaching more people than ever before.

The 2025 GB Pointing stats are in:

6.73 million social media views (+688% vs 2024)

1.4 million+ unique users (+408% vs 2024)

Engagement up 365%

Followers up 39% across GB Pointing platforms

These numbers matter because visibility matters. People can't be part of our sport if they don't know about it, and social media gives us a free, powerful way to tell our story, celebrate our participants and connect with new audiences.

Participation remains one of the biggest challenges facing Point-to-Pointing, with horse and RQC numbers declining over the past decade. Encouragingly, it's been great to see early positive signs this season, including increases in RQC numbers, registered horses and first-year rider applications compared to this time last year. While many factors are at play, increased visibility and engagement can only help support these trends

THE BLUE MIC

The blue mic team will be attending ALL GB Pointing Bonus YHM series races, giving you behind-the-scenes footage and interviews, race previews and participants' interviews, speaking with the people who make pointing happen, and so special.

The blue mic team will also be attending:

Cheltenham Festival Hunter Chase

Aintree festival hunter chase

Warwick 0-110 Hunter Chase final

Cheltenham Hunter Chase Evening

Stratford Hunter Chase Evening

Final p2p fixtures of the national championship period: Chaddesley Corbett & Upcott Cross, Monday 25th May.

THE PADDOCK PREVIEW COLLABORATION

GB Pointing has teamed up with the lads at Paddock Preview, Mathew Oldring and James Head, to create content and coverage of the Yorkshire area P2Ps. Content will be shared across both channels (PP & GBP) to showcase British pointing to new audiences and potential participants. People can't be part of our sport if they don't know about it! Social media gives us a free and incredibly powerful way to put British Point-to-Pointing in front of new, fresh audiences. If we can inspire people to follow, engage, and feel connected to the sport, we hope that, in time, this will translate into increased participation at all levels.

WHATAPP CHANNEL

We have created a WhatsApp channel which works similarly to a group chat but will be used by The Point-to-Point Authority and allows you to get race day updates and essential announcements straight to your phone. Please share [this link](#) far and wide within the pointing community.

WEATHERBYS VACCINATION APP

To run in British Point-to-Points, your horse's vaccinations must be uploaded and approved on the Weatherbys Vaccinations E-Passport App. Vaccinations are essential for protecting your horse and the wider racing community. To avoid issues, upload early, as any unresolved vaccination problems after 4 pm on a Thursday will result in NQ (Not Qualified). To read the step-by-step guide, click [here](#).

NOVICE RIDERS ALLOWANCE

"Novice Rider" is a person who, up to and including 1 October 2025, has ridden a total of no more than 10 winners under the Rules of any Recognised Racing Authority or in Point-to-Point Steeple Chases or in Arabian Horse Races. Except in Maiden Races, Flat Races and Novice Rider Races or where otherwise stated in the Conditions of the race, Riders who, prior to Thursday before the date of a Point-to-Point Steeple Chase, have not ridden more than 10 winners under Rules of Racing, under the Rules of any Recognised Racing Authority or in Point-to-Point Steeple Chases or in Arabian Horse Races shall receive 5lbs

RESCHEDULED NATIONAL SPONSORED SERIES RACES

We have a number of new nationally sponsored races this season, and the intention is to make sure every series runs its full complement of races. If a fixture hosting one of the races is cancelled we will look to run it as a seventh race at another suitable fixture. However, we can only do this if we have time to advertise it to participants in advance, we can't do it if entries have already opened and obviously cannot apply it retrospectively. We've successfully added one of the cancelled Hands & Heels races at Friars Haugh and are looking at alternative options for the GB Pointing Bonus race which was lost at Garthorpe.

DIGITAL & CONTENT MARKETING EXECUTIVE

We're delighted to welcome Jordan Peerless as the new Digital & Content Marketing Executive for The Point-to-Point Authority. Jordan will be working alongside Tiggy, supporting a rapidly growing marketing programme as GB Pointing enters an exciting new phase. With wider weekly coverage of fixtures, increased video output, and the rollout of more educational and engaging content, the sport's digital presence is expanding faster than ever before. These enhanced national marketing efforts are made possible through increased revenue from our national GB Pointing partners, allowing us to invest directly into promoting the sport at every level. Jordan brings with her a lifelong passion for horses and racing. Having been around horses from a young age, she grew up eventing and point-to-pointing, starting pony racing early on and quickly developing a love for the sport. She went on to study Animal Physiotherapy at university, focusing her final year on thoroughbreds, before working as both a work rider for flat and jump trainers alongside her physiotherapy career. After welcoming her baby in July, Jordan is taking a step back from the physical side of racing and returning to her roots, with a strong desire to help grow point-to-pointing. Her focus is on ensuring more people can experience the same fond memories and opportunities that shaped her own upbringing within the sport. Jordan's role will centre on helping this grassroots sport reach new audiences, raising its overall profile and strengthening national marketing efforts. In turn, this will help bring more people through the gates on race days and encourage potential new participants to get involved in point-to-pointing.

NATIONAL AWARDS NIGHT

The 2026 National Awards Night will be at Cheltenham Racecourse on 27th June and will continue to be at Cheltenham Racecourse for the foreseeable future on the last Saturday in June. More information about tickets will be released later in the season. Take a look at [last year's event here](#).

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