

FEI Open European Endurance Riding Championships, 2005

Explanatory Booklet

One horse, one rider,
one hundred miles



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1 INTRODUCTION

This document outlines the plans for the FEI Open European Endurance Riding Championships for 2005, which are to be held in Great Britain. This summary has been compiled by Endurance GB (EGB), the governing body for Endurance Riding in Great Britain, on behalf of the British Equestrian Federation (BEF).

2 HISTORY OF EXISTING EVENT

The FEI Open European Endurance Championships for 2005 is centred on an existing event, the Hilton Herbs Alfred's Tower Ride, whose venue is at the National Trust's Stourhead House & Gardens in Wiltshire, England. The event was first established in 1994, became a two-day ride in 1999 and on gaining international status, moved to Stourhead in 2002. It has grown in popularity and size every year since its foundation, developing into the premier ride in the UK.

3 DATE OF CHAMPIONSHIP

The FEI Open European Endurance Championships will be held over the weekend of Saturday 6 & Sunday 7 August, 2005.

4 ORGANISING COMMITTEE

The Organising Committee for the Championship will be:

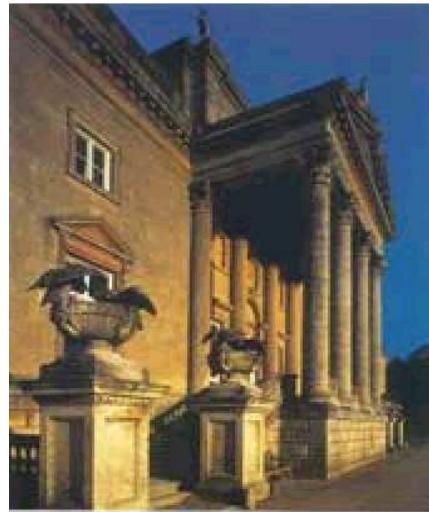
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5 THE VENUE

The venue is the National Trust's hidden gem, Stourhead House & Gardens in Wiltshire, home of the famous 160ft red brick folly, Alfred's Tower and is the perfect English summer setting for the endurance event.

It is intended that the trot up for the FEI Open European Endurance Championships will be held close to Stourhead House, with appropriate seating and commentary for the benefit of spectators. The National Trust's Restaurant and the Gardens at the rear of Stourhead House would also be available for entertainment of officials, competitors and their guests, by kind permission of the National Trust.



The Organising Committee have negotiated access to the whole park at Stourhead, amounting to a total of over 120 acres of well-maintained parkland, although it is envisaged that not all this space will be used.

It is expected that the secure stables, lorry parking and some of the competitor facilities, will also be located on a large farm adjacent to the Stourhead Estate.

Stourhead Gardens, a major local tourist attraction in the area, are adjacent to the parkland. Concessionary entry fees to the House and Gardens will be available to officials, competitors, crews and spectators attending the Championships.



6 THEME FOR THE EVENT

THEME

The theme of the event will be centred on the phrase:

"One horse, one rider, one hundred miles"

We will develop this theme in order to celebrate the role of the horse in humankind's evolution and will be designed to attract a wide range of sponsors, spectators and competitors from across the world.

7 TIMETABLE

Torch Carrying

Commencing two weeks before the ride, an "Olympic-style" torch-carrying event will be held, starting from Southwell, the previous venue for the Europeans in Britain, to Stourhead. We will involve a number of celebrities in this event. It will end with the torch being carried into the arena at the Opening Ceremony for 2005.

Monday 1 August, 2005

The competitor's village, secure stables and the event office will formally open in the afternoon.

Wednesday 3 August, 2005

There will be a spectacular opening in the gardens of Stourhead House. The objective will be to promote the sport of endurance in general, by making the ceremony appealing to a large public audience. The theme will be a celebration of the role of the horse through history.

Thursday 4 August, 2005

The central equestrian event for Thursday will be a charity polo match, to be held at a venue adjacent to the National Trust's Stourhead Estate. It is hoped that two matches will be held, with at least one celebrity team in action.

The evening will see a reception and pre-ride party at Marston House, a glorious paladian mansion, with views of Alfred's Tower and close to the Stourhead Estate.

This event will include a ceremony to formally allocate the rider numbers as well as gifts of local produce.

It will also give an opportunity for VIP hospitality and media communication and to introduce the top riders to the press.

Friday 5 August, 2005

The event will begin in earnest, with the pre-ride trot up in front of Stourhead House. There will also be further opportunity for media coverage and VIP hospitality at what will be the formal part of the initial veterinary inspection.

Saturday 6 August, 2005

The FEI Open European Championships will be underway.

An electronic results system will keep VIP's, spectators and the media informed of results throughout the day, with full commentary to capture the thrills, spills and excitement of the event.

Sunday 7 August, 2005

The Prize Giving and Closing Ceremony, to celebrate the success of the competitors and to honour our debt to the horse.

8 FACILITIES

Competitors Village

Whilst the venue for the Championship itself will be on the National Trust's Stourhead Estate, a separate competitor's village will be built on an adjacent farm.

The facilities at the competitor's village will include:

- Dormitory-style accommodation with showers and toilets
- Secure stabling
- Lorry park with power and water
- Camping facilities with showers and toilets
- A restaurant and bar
- The event office
- First aid

The dormitory-style accommodation must be booked well in advance of the event.

Stourhead House, Gardens, Visitor Centre and Restaurant

Stourhead House and Gardens is a classic English setting for this high profile endurance event. The house and gardens are both open to the public. The gardens are absolutely spectacular and well worth a visit.

The National Trust's Visitor Centre is a ten minute walk from the venue and provides a good opportunity to buy some presents to take home with you after your visit. There is also an excellent restaurant, which is open between 9.00am and 5.00pm.

Longleat House and Safari Park

The world famous Longleat Safari Park is only a short drive from the Championship venue.

As well as being the first stately home to open its doors to the public, Longleat was also the first place, outside Africa, to open a Safari Park. And, after more than 36 years, Longleat is still one of Britain's most popular tourist attractions.

From Safari Park to Stately Home, Mazes to Murals and Simulator Rides to Safari Boats, there's always something new to discover round every corner.

Other Attractions

There are a number of other tourist attractions in the area, which include:

- **The City of Bath**, with the attractions of the Roman Baths, the Pump Room, Bath Abbey, No1 Royal Crescent, the Assembly Rooms and the Museum of Costume.
- **Salisbury Cathedral**, which is probably the finest medieval Cathedral in Britain, with the highest spire of 100 metres and the best preserved original Magna Carta.
- **Stonehenge**, forever a mystery. Visit the most intriguing and remarkable monument in the British Isles and a World Heritage Site.
- **Alfred's Tower**, built in 1762 to commemorate the peace with France and the succession of George III. The view from the top of the Tower should not be missed.
- **Stourton Village**, a short walk from the Championship venue, Stourton is the estate village laid out in a deep, wooded valley leading down to a lake and gardens. The Spread Eagle Inn lies at in the centre of this beautiful village.
- **Haynes Motor Museum**, Britain's most spectacular international collection of historic cars from around the world.
- **Cricket St Thomas**, one of the top Wildlife Parks in the South West of Britain.

All these attractions are less than one hour's drive from the Championship venue.

Places to Eat & Drink

The local area is famous for its hospitality. There are many charming public houses and good restaurants where the visitor can escape for a while, to socialise with friends and colleagues.

9 OVERVIEW OF THE ROUTE

The route for the Championships will consist of six phases, totalling 160km in length. Each Phase will be marked with directional arrows, a different colour for each Phase.

The distances of each phase, between vet gates, are as follows: -

Phase 1	40.0km
Phase 2	26.4km
Phase 3	33.7km
Phase 4	21.7km
Phase 5	26.4km
Phase 6	11.8km
TOTAL	160.0km



Alfred's Tower, centrepiece of the Championship route

The above distances are subject to change.

The route will be technically demanding and include green lanes, bridleways, forest tracks and open rolling countryside, with a maximum of 5km roadwork.

10 COMMUNICATION

The venue, at Stourhead House and Gardens in Wiltshire, is some 3km from a major trunk road, the A303, which is one of the major roads to the South West of England. There is easy access to the A303 from the M4, M5, M25 and M3.

The main south coast ports of Poole and Portsmouth are about 2 hours drive from Stourhead.

For overseas competitors and spectators, the distances from major ports and airports are:

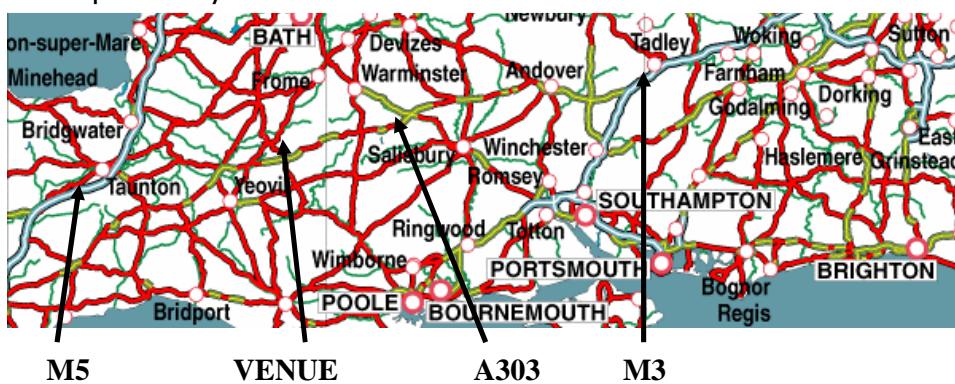
Ports

Fishguard	291km
Dover	294km
Poole	100km
Portsmouth	120km
Plymouth	186km

Airports

London Heathrow	159km
London Gatwick	195km
Bristol	59km
Exeter	102km
Bournemouth	66km

Helicopters may land at the venue.



11 SUMMARY

The FEI Open European Endurance Championships 2005 at The National Trust's Stourhead Estate offers a unique opportunity to combine a top class endurance event with other equestrian activities and displays, to celebrate the role of the horse in mankind's evolution. It also affords a wonderful opportunity to sponsors for branding, networking, VIP hospitality, media exposure and product promotion.



Two views of the initial trot up for the FEI CEI* 142km class at The Hilton Herbs Alfred's Tower Ride in 2003.**