



The British Open Show Jumping Championships

Grandstand Event Management has today advised that they will not be running the British Open Show Jumping Championships in 2011. The British Open was launched in 2003 at the Sheffield Hallam Arena and relocated in 2007 to a larger venue, The NEC, Birmingham, where over the last four years Grandstand has worked continuously to establish the show as a major event within the Equestrian calendar.

Grandstand Event Management Managing Director, Helena Pettit says: 'We have invested very heavily in the British Open Show Jumping Championships over the last 8 years and within this time we have not had one profitable year. We have therefore had to take a close look at the event and at this time we will use a break to consider options for the show. Although we have a loyal audience base; for the show to be successful in the long term, we need to attract a larger number of visitors and also to increase our sponsorship.

'We already have the perfect venue at the NEC and have trialled several new inclusions over the last few years. However, we believe we do not have the format quite right and intend to look at the shows content with the possibility of re-launching the show again in the future with a new look, feel and revitalised schedule. We wouldn't be removing all the show's existing content but we would have some new inclusions we feel will add to the audiences experience whilst offering them great value for money.

'We would like to thank our sponsors/partners, all of our officials and stewards, the societies and of course our visitors that have all supported us over the last 8 years.'