

# Behind the scenes

## at the Land Rover Burghley Horse Trials

*Lincolnshire Life begins a series looking at life at Burghley as the preparations get underway for the 2010 horse trials*

Elizabeth Inman, the first lady director of The Land Rover Burghley Horse Trials since its inception forty-nine years ago has been immersed in the Burghley event for nearly thirty years.

Born and educated locally, a member of the Burghley Pony Club in her early years Elizabeth had easy access to ride across the acres of Burghley Estate which she now knows like the back of her hand. She first began work at the Horse Trials office during her school holidays and apart from a break at university followed by a spell working in the health and then the oil conference industry, has been involved in one way or another since then. She has worked in every department and has extensive knowledge of the workings of this spectacular event which has gone from strength to strength and welcomes in excess of 140,000 spectators during the four days, attracting the world's elite riders and boosting the local economy by over £20 million.

Elizabeth is passionate about the Trials. "The people at Burghley are incredible – I love working with such a diverse range of organisations and people including the emergency planners, medical and veterinary teams, competitors, sponsors and contractors, the media and television – the list is endless and everyone has a real can do attitude which is so rewarding."



ELIZABETH INMAN  
– DIRECTOR OF THE LAND ROVER  
BURGHLEY HORSE TRIALS

Throughout the year Elizabeth and her administration team of five spend their time ensuring that as soon as the deer are removed from Burghley Park, six weeks prior to the event, everything is ready to be moved in with military precision into what becomes a small town and the requirements that this brings, plumbing, electrics and catering for the thousands of visitors, telephone systems, planning of the trade stand area, not to mention the equestrian competition and cross country course, which is a feat in itself - all of which are temporary.

The radio communications required gives some indication of the complexity involved.

Nearly 200 radios are necessary, each allocated to a specific frequency and network, covering areas such as services, administration, scoring officials, fence judges, medical and veterinary, car parks, security, press and several more besides! Add to this schedules and instructions for over a thousand volunteers on the Saturday alone, close liaison with trade stands and corporate hospitality, delivery of numerous vehicles to shuttle competitors between the stables and main show grounds - the list is nearly approaching infinity!

"This event is very special to me – it is our aim to provide the best possible sporting competition for the riders, retain the quality of our shopping, ensure





we maintain our standards without cutting corners and keep investing back into the infrastructure so people want to come back each year – then we know we are

going in the right direction,” says Elizabeth.

The Land Rover Burghley Horse Trials 2010 takes place from 2-5 September. The Box Office opens

from the beginning of May. For further information regarding ticket offers and promotions please visit the website [www.burghley-horse.co.uk](http://www.burghley-horse.co.uk).

## ELIZABETH TAKES TIME OUT OF HER BUSY SCHEDULE TO REFLECT ON PREVIOUS TRIALS AND TO LOOK AHEAD AT THIS YEAR'S PLANS.

As I write this, I have just counted up the weeks since our last event – sixteen in total, but oh, how so much has happened in that time. Gone are the days when there was a slack period between events - now almost before one event cycle closes another one opens.

Our financial year runs from January to December and the last quarter is always busy. Most of our significant expenditure is incurred around the time of the Trials, when the temporary infrastructure is installed; grandstands, toilets, showers and much more – writers cramp takes on a new meaning as yet more cheque books are ordered! Since September an inordinate amount of time seems to have been spent on the financial element of the Trials and forecasting what might be the eventual outcome after what has been a difficult year for so many of us. But as I reflect on the last few months, I surprise myself on how much more has been happening.

Numerous de-briefs; competition related - how did the cross country day run? Did our communications work and do we need more radios? How was the crowd control?

Planning for next year's cross country track commenced the week

after Burghley, when Mark Phillips, our course designer, hardly rested from the exertions of the previous week started to plan the 2010 track. What fences are not wanted again and need to be removed? What groundworks can be done before the wet weather sets in?

Then there are the subsidiary competitions in Ring 2 to consider, we need to plan these early as our promotional literature is printed in the New Year.

There have been sponsorship meetings: Land Rover, our title sponsor was pleased to learn that I have just signed a further three year contract with the BBC. It was heartening to hear from Dubarry that they were thrilled with the first year of sponsoring our successful Young Event Horse Series and wish to continue. HSBC's sponsorship of the 'Classics' ended in a resounding success and we are already talking about 2010. Our sponsors play such a major role in the success of the event and it is vital to work closely with them all.

I cannot believe how my diary is getting booked up for 2010: meetings to discuss this, that and everything else! .....Box Office arrangements – we open for advance bookings

in May and there is so much to do before then, upgrade the website, send out literature to nearly 12,000 'would-be' visitors, decide on prices and order all the car admission and grandstand tickets. Sodexo, our caterers, were busy before Christmas, so our discussions were delayed until the New Year. Theirs is a mammoth undertaking, so this will be a lengthy session – I am so lucky to have the most efficient catering steward, Annette Grundy, who works tirelessly throughout the event and is a real 'unsung hero' (I hope it is enough that I know and appreciate all she does for us!).

Our key officials for 2010 were written to last September and have now all accepted. Burghley, as ever, will have an international feel – our Ground Jury of three is made up of Martin Plewa from Germany, Marilyn Payne from the USA and Les Smith from Scotland – Les, not quite fulfilling the overseas criteria, but very nearly!

My word count indicates that I should now draw to a close, but there is so much more to tell, but as I will be communicating with you in a bi-monthly diary, I will save the rest for another day!

*Elizabeth Inman*



ZARA PHILLIPS

## BURGHLEY HOUSE, THE JEWEL IN THE CROWN OF THE LINCOLNSHIRE VALES AND HOME TO THE LAND ROVER BURGHLEY HORSE TRIALS (2 - 5 SEPTEMBER 2010)

For four days every year since the trials comparatively modest inauguration in 1961, increasing numbers of spectators wend their way through the Capability Brown parkland that surrounds the house, considered the largest and grandest of the first Elizabethan age.

The occasion has grown to be one of the best in the sport of eventing – Burghley is often voted a favourite event by riders – and is one of just five top-rated, in terms of difficulty, ‘four-star’ events in the world. Its status attracts the best riders and horses, however, only one of the eighty or so starters will take home The Land Rover perpetual challenge trophy and its £50,000 first prize. This year Burghley will also be the penultimate event in the HSBC FEI Classic™ that offers a prize to the riders at the top of the four-star accumulator-style league which begins in April at the Rolex Kentucky Three-Day Event in Lexington.

Burghley also plays host to the Rolex Grand Slam – a unique prize of \$250,000 is awarded to the rider who can win three consecutive four-star events of Rolex Kentucky Three-Day Event, Mitsubishi Motors Badminton Horse Trials and The Land Rover Burghley Horse Trials in any order. Exciting competition lies ahead and all eyes are on Oliver Townend, winner of The Land Rover Burghley Horse Trials last year, who is on track for the Grand Slam for 2010 – should Oliver win in Kentucky he will be the second British Rider in twelve years to win this coveted prize. Pippa Funnell is the only rider to date to have achieved this extraordinary feat since its inception in 1998.

Other supporters and sponsors of Burghley 2010 are Dubarry and Pedigree, more news and updates of their sponsorship and role within the Trials will follow over the coming months.

For those of you wishing to know behind the scenes progress visit the Burghley website, in addition you can now become a fan of Burghley. Facebook, the social networking site, has an official Land Rover Burghley Horse Trials page.

For more details visit the website [www.burghley-horse.co.uk](http://www.burghley-horse.co.uk)

*In next month's issue...  
Bricks and mortar*



*We take a peek at our next entrant in the Best Build Competition.*

## Racing Ahead

*We reveal the concluding part of racing legend Tim Pritchard.*



Photo: Rick Wilks

## Station Convert

*On a clear moonlit night, the whistle and clatter of a phantom steam train can be heard passing steadily through the disused railway station.*

