

Case Study

The National Riding Festival

Increasing
participation

What was our objective?

The National Riding Festival is a sport led initiative designed to increase participation in equestrian sport



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What did we do?

- We organised a high profile media launch
- We developed an ongoing PR campaign supported by press office and 'hotline' to direct enquiries to their nearest participating riding centre
- We conducted a schools roadshow whereby 'Trigger' the mechanical horse visits primary schools and gives children their first experience of riding
- 'Trigger' visits to a range of shows and events

What were the results?

- As a direct result of the Festival activities, of the participating riding centres:
 - 52% attracted between 1 and 10 new participants
 - 32% attracted between 11 and 20 new participants
 - Approximately 50% of the new riders were over 16

The festival was instrumental in sustaining the campaign through a year in which the Festival received no sponsorship. The focus of the media campaign is directed towards **increasing female adult participation** by targeting particular sectors of the media such as **Health, Parenting, Celebrity and Travel.**

What did it cost?

Sport England contributed £30,000 over two years. The overall cost of the project was in excess of £200,000.

How did we do it?

22 primary schools took part with just under 2,500 primary school children having a go on 'Trigger' and participating in other equine related activities including:

- Rosette making
- Marking the parts of the pony worksheet
- Identifying horse colours worksheet

Particularly successful in 2006 was a 'buy one, get one free' promotion run in the Daily Mail which resulted in **over 2,000 calls to the Festival Hotline** placing people at any one of 60 participating riding centres across the country. The campaign resulted in **over 70 articles** across national and regional press translating to an **audience reach in excess of 34 million.**

The Future

The National Riding Festival continues to grow in stature with another high profile launch planned for Hyde Park in 2007 and a series of Riding School Open Days being hosted in 8 of the 9 Sport England regions. The Open Days will provide school children; their teachers and parents with an opportunity to learn about the sport, have a go on 'Trigger' the mechanical horse and even try the real thing. The media campaign will continue and 'Trigger' will once again visit shows and events across the country.

For more information visit:

www.nationalridingfestival.co.uk