

**hoof**  
AN EQUESTRIAN LEGACY

Andrew Stennett



# Thinking outside the box



# What service do you offer?



# Resource centre



**What facilities, opportunities and equipment can your venue offer?  
How do your staff promote your brand?**

# How do you meet the need of your target customers?

- How do you **e**ngage?
- How do you **e**ntertain?
- How do you **e**ducate?
- How do you **e**ncourage?
- How do you **e**ntice?

# Who are your target customers?



**Idea's for developing your facility as a social hub for the community.**





## Riding

- Programmes aimed at getting more people riding



## Business

- Toolkit – to empower/support business
- Network events
- Virtual forum
- Regional links to other Hoof networks



## People

- Communication/PR
- CPD opportunities (workshops/guestspeakers)
- Staff Training & Skill development

# Unmounted Equi-social events





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Thank you for taking part

