

Earl Shilton Equestrian Centre Case Study

Objective:

The main aim of this was to increase adult participation in Horse Riding. I approached Hinckley equestrian centre and they informed me that 99% of the users of the centre were all Children. We decided that with a little promotion we would be able to get some adults to join the centre and start to take part in Horse riding.

What we did:

The centre decided to run some adult tasters at their popular bank holiday event in August. One of their aims was to try and get most of the parents on to a Horse through out the day. We had 250 A5 flyers and 10 A4 posters produced to promote the event and their half price discount on Adult lessons. The Hinckley times also covered the lessons with a half page story and picture.

What we achieved:

We managed to get 19 adults to sign up to lessons. This has made the centres empty classes full. Most of the adults that signed up were complete beginners; there were also some people who had not done horse riding since they were a child. The centre was extremely happy with this result and we continue to work with them and promote the centre.

