



# Market Report

A Snapshot of your Market Sector

## Equestrian Services

This pack has been designed to provide information on setting up a business in the Equestrian Services industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website ([www.bgateway.com/businessplan](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in June 2018. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

## What do I need to know about the Equestrian Services market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Horseracing attendances **were down marginally year on year in 2016**, but still recorded the third highest total of the past 10 years despite a higher number of abandoned fixtures than in 2015 and the absence of centralised marketing of free admission promotions. Full-year totals were boosted by record crowds over the Christmas period (**up 14% to 204,000**) and good weather in July that brought almost 1 million people through the turnstiles (**up 9% year on year**). (Mintel, *Spectator Sports*, October 2017).
- ◆ The British Equestrian Federation (BEF) is the national governing body for horse sports in the UK, representing the interests of **4.2 million riders, vaulters and carriage drivers in Great Britain** through 19 independent member bodies. The BEF is now heading into the final year of its 2013-17 Strategic Plan, which aims to achieve an upward trend in participation rates, increase registered coach numbers by 10% and the number of facilities accessible to disabled riders by the same proportion. (Mintel, *Sports Participation - UK*, December 2016).
- ◆ Firms in the horse and dog racing industry rely on the veterinarians to provide medical treatment for their animals. This market's share of industry revenue is expected to have increased marginally over the past five years due to the strong performance of UK's racing industry. (IBISWorld, *Veterinary Services in the UK*, April 2018).
- ◆ Some big names in this industry are [Equibuddy](#), [Shoe Secure](#), [Gleneagles Equestrian Centre](#), [Scottish Equestrian Centre](#) and [Ingliston Country Club](#).
- ◆ The national organisation for this industry is the [British Equestrian Trade Association](#). Other industry bodies include [The British Horse Society](#), [Horse Scotland](#), [British Horseracing Authority](#), [British Equestrian Federation](#), [National Equine Welfare Council](#) and [The British Show Horse Association](#).



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## Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **Mintel – Spectator Sports (October 2017).** New and redeveloped stadia continue to expand capacity in the spectator sports market and upgrade facilities available to visitors. Recent and ongoing projects include Ascot Racecourse opened a new Village Enclosure for Royal Ascot 2017 as a pop-up summer-themed space offering informal dining experiences, bars, and live music.
- ◆ **Mintel – Sports Participation (December 2016).** The proportion of adults taking part in sport appears to have fallen from 64% in 2014 to 56% in 2016, with participation rates holding up well among younger adults but declining more generally across a wide range of demographics and sports. All the leading sports experienced some decline in playing numbers, albeit not to the extent that a confirmed trend can be identified with confidence. The generalised nature of this decline suggests the key factors behind it are likely to be those that cut across all demographics rather than impact some more than others. So cost and affordability, for example, may be less likely an influence here than more intangible drivers such as social/domestic priorities or shifts in attitudes towards health (such as an increased emphasis on improving diet, for example).

There are also a number of online resources you may find helpful:

- ◆ **National Equine Welfare Council, Welfare Organisations.** ([tinyurl.com/z56uo7r](http://tinyurl.com/z56uo7r))
- ◆ **The Racecourse Association** ([tinyurl.com/y7lcy00q](http://tinyurl.com/y7lcy00q)) is the association for the 59 racecourses across the UK and encourages and facilitates racecourse community engagement, involvement in horse welfare initiatives, responsible drinking campaigns, and various other partnerships within the sport.
- ◆ **The British Equine Federation** ([tinyurl.com/yccpyojm](http://tinyurl.com/yccpyojm)) The British Equestrian Federation (BEF) is the National Governing Body for horse sports in the UK, affiliated to the [Federation Equestre Internationale \(FEI\)](http://www.federationequestreinternationale.com), the international governing body of equestrian sports. It exists to provide leadership, vision and purpose in steering the direction of equestrianism.
- ◆ **The British Equine Veterinary Association** ([tinyurl.com/y8ub4n34](http://tinyurl.com/y8ub4n34)) is a membership organisation for those interested in equine veterinary medicine, providing training, education and guidance to equine veterinary surgeons, equine veterinary nurses, and those working as allied professionals within the equine industry.
- ◆ **Horse & Hound, Industry News.** A resource to keep you up to date with news and events in this industry. ([tinyurl.com/hequhtg](http://tinyurl.com/hequhtg))
- ◆ **UK Government, Code of Practice for the Welfare of Horses, Ponies, Donkeys and their Hybrids.** ([tinyurl.com/gxpbosn](http://tinyurl.com/gxpbosn)) A document detailing the responsibilities and requirements of all of those who care for, own horses or are involved in the equestrian industry.

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## How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as Yell, Thomson Local or Google Maps
- ◆ Trade specialists like EuroPages (European directory), The Wholesaler or Free Index
- ◆ Business to business (B2B) specialists such as Kompass

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the Companies House website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**



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## What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**.

## Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Retaining and Grow Your Customer Base](#) ([tinyurl.com/c2fw4o4](http://tinyurl.com/c2fw4o4)) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the National Records of Scotland (NRS). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the Census Area Profiles. Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ Understanding Scottish Places has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ Scottish Government Statistics provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ The Scottish Household Survey provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ Office for National Statistics (ONS) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

## How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

### Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Account](#)" tool

### Funding

[Practical information](#) on finance and funding for starting and growing your business

### Insurance

[Business insurance guide](#)

### Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

### Pricing

Business Companion [Pricing & payment guide](#).

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

### Promotion

[BG guides to Marketing](#)

### Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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**Updated by: Fiona Elliot**



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