



horsescotland
enable develop excel

**the national organisation for all
equestrian sports and activity in Scotland**

2021 MANIFESTO



horsescotland was founded in 1998 and is the national organisation for all equestrian sport and associated activities in Scotland.

With over 30 member bodies the vision of **horsescotland** is to enable those in the sport and associated industries to supporting their development and excel.

We aim to increase participation and equestrian activity in Scotland working with our member bodies to become a leading, inclusive nation for horse sports.

horsescotland is a partner of sportscotland and seeks to empower the equestrian community to increase the levels of participation and growth in the country's equestrian sector.



281,000 RIDERS

Ridden at least once in the last 12 months



198,000 REGULAR RIDERS¹

Ridden at least once a month over the last 12 months



THE EQUESTRIAN ECONOMY IN SCOTLAND

We report a Scottish equestrian economy of an estimated £335 Million in consumer spending per annum. This estimate includes direct spending on equestrian goods and services (£202 million), indirect spending on related activity (£82 million) and other related spending on equestrian involvement (£51 million). *Note: These estimates are based upon the proportion of GB owners based (6%) and regular riders (11%) based in Scotland.*

Scottish Racing figures are not included. horsescotland works closely with Scottish Racing and acknowledges the financial contribution of £306million it brings to the Scottish economy.



TOTAL = £335 MILLION

Total annual spending on equestrian goods and services in Scotland

Note: Estimates are based on the proportion of GB horses owners (6%) and regular riders (11%) based on Scotland.

Note: This estimate includes direct spending on equestrian goods and services (£202M), indirect spending on related activity (£82), and other related spending on equestrian involvement (£51M).



22 MILLION

Riding days per annum
Estimated 'total' riding days each
year in Scotland



441,000

Ex-rider households
Households that contain
at least one ex-rider



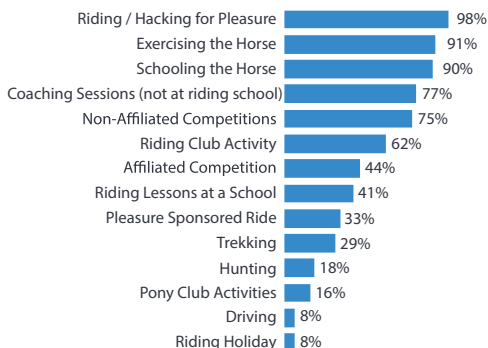
67%

Female Dominated
Regular riding activity (at
least once a month for 12 months)

This survey has been funded by **horsescotland** with support from the British Horse Society Scotland. The findings from the 2019 National Equestrian Survey deliver robust and concise information on the state of the equestrian sector in Scotland.

RIDING ACTIVITIES

Nearly all riders in Scotland participate in hacking, with the vast majority also involved in exercising and schooling horses. Three quarters compete in non-affiliated competitions, whilst 6 in 10 are involved in Riding Club activities.



Base: Regular Riders in Scotland (n=57) / Telephone Survey

IN PARTNERSHIP WITH

British
Equestrian

¹ In the last 12 months, we estimate there to have been nearly 200,000 regular riders – those that ride at least once a month. This represents a staggering increase from 117,000 in 2015, and a growing proportion of all riders (70% vs 45% in 2015). Nationally representative sample from TNS Omnibus Survey, 2019 n=531 (Scottish Sample)

² We estimate the equine population in Scotland to be around 70,000, which is a growth of 21% since 2015. The estimated number of households that own a horse in Scotland has fallen to an estimated 22,400 homes, down from 44,000 in 2015. *Note: Scottish estimates based on % of GB owners (6% of 374K GB owning households)*

OUR VISION

To empower Scotland to be a leading, inclusive nation for horse sports and associated activities.

OUR MISSION

To unite the Scottish equestrian community in collaboration with partner organisations and government in order to enable people, horses and places to thrive.

OUR PURPOSE

To enable the progression, performance and development of Scottish equestrian talent while ensuring respect for welfare and safety.

OUR AIMS FOR 2021-2025

- Encourage equestrian activities for leisure, learning, mental well-being and rehabilitation in an inclusive environment.
- Promote associated industries such as vets, feed, manufacturers and suppliers, and particularly **Farriers who need government support to bring in apprentices.**
- Continue to support businesses to enable growth and development of the equestrian economy whilst providing good employment opportunities in rural areas.
- Educate and monitor horse welfare and safety within the equestrian community.
- Work to ensure the licensing of sanctuaries, rescue and re-homing centres is positive for the equine sector.
- Modernise the regulations for riding schools to enable them to thrive at the top level.
- Ensure full traceability of equines to help protect welfare and improve biosecurity while supporting the ScotEquine database.
- Develop a recognised breeding programme for our four native Scottish breeds; Clydesdale, Highland, Shetland and Eriskay.
- Plan for stallion licensing to promote responsible breeding.
- Creating a centralised database of all professional livery and competition yards.
- Share the benefits of being active with a horse and it's ability to improve fitness and bring joy to those who participate.
- Encourage participation in equestrian sports by tackling misconceptions.

Dumfries and Galloway based instructor Isla Foley has been working with autistic rider Lauren for two years.

“At first it was a big deal just to get her on a pony” said Isla. Gradually, she started to see improvement as Lauren gained confidence, Isla is delighted that Lauren is now cantering and achieved her first jump. “I am so proud of Lauren, and to have the best riding school ponies that give people the confidence they can do it.”



THE IMPORTANCE OF CONSERVATION AND BEST PRACTICE

Scotland must support their native breeds and a responsible breeding programme in order to preserve these iconic horses and ponies. Declining numbers of Clydesdale horses, Highland, Shetland and Eriskay ponies must be treated as a priority to avoid losing them completely.

horsescotland considers conservation of Scottish native breeds as a priority and are developing a programme of best practice to ensure their survival, popularity and recovery.

horsescotland would like to welcome your support of the equestrian community in Scotland and recognise their importance to the Scottish economy in both rural and urban environments.



70,000 HORSES

+21% since 2015



22,400 HOUSEHOLDS ²

Horse Owning Households in Scotland



Shetland



Clydesdale



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www.horsescotland.org
info@horsescotland.org