

Tràigh Mhòr Pony Trekking



A Local Case Study

Beginnings

1. The passion
2. The gauntlet
3. The location
4. The catalyst
5. Initial setup and first season of 2019



Growth and Change

1. Organic growth in 2019
2. TRSS, ABRS and Visit Scotland
3. Impact of COVID
4. Drivers of change



Relocation and Expansion

1. Identifying a suitable site
2. Planning process
3. Business plan submission
4. Funding the capital project and the support of H.I.E
5. Development of new site in 2021



- All year round, 6 days per week
- Offering a variety of services and rides
- 12 horses
- 40mm x 20m arena

Current Set Up



- Staffing
- Green credentials and focus on sustainability
- Tack and Snack
- TRSS fully approved centre and Platinum member of OHT

The Challenges

- Ferry Reliability
- High feed and hay prices compared to the mainland.
- Isolation from training and development opportunities for our staff
- Availability of good quality pony trekking ponies.
- Further restrictions as with regard to legislation , tourism tax etc.



Advocate for Youth Employment

- 10 youth volunteers/ employees
- Quiet months volunteer and train up including first aid and customer service.. Busy months are employed and paid a wage.
- Young people also get a chance to use TMPT for Saltire, DoE and for work experience placements for university and colleges.
- Advantages , enthusiastic, and are very professional and reliable. Our clients and customers love this and for us offers another unique selling point.
- Requirements, Work permit from the council, consideration of extra H&S measures, additional T&D



Future plans

- SQA approved centre
- BHS approved trekking centre
- Employment of an additional permanent member of staff
- Development of camping pods accommodation to offer riding holidays.
- Development of a multipurpose building offering a small function room and kitchen for weddings, education and training, disabled toilet and shower.



Keys messages about success

- Our staff
- Focus on customer care and safety
- Location
- Integration and acceptance into the local community
- Marketing and promotion.

