

Our future livery yard business will be located at the existing barns at Slates, Blacksholm Road, Kilmacolm and will offer high quality horse boarding services to horse owners in the area. Our aim is to provide a safe, comfortable, and enjoyable environment for both horses and their owners. We will differentiate ourselves from other livery yards by offering personalised services and providing a range of facilities that will cater to the different needs of our customers. Our target market will be homeowners in Kilmacolm and the surrounding areas.

Market Analysis

The equestrian industry in Kilmacolm is growing, and there is an increasing demand for high quality horse boarding services. There are several livery yards in the area but most of them do not offer a wide range of facilities, and their services are not personalised. Our livery yard will differentiate itself by providing personalised services, top quality facilities and exceptional customer service.

Services

Slates Farm is moderately sized equestrian facility. We will offer full livery, part livery and DIY livery services. Our full livery service will include daily turnout, mucking out, feeding and grooming. Our part livery service will include daily turnout, mucking out, and feeding, while DIY livery service will allow horse owners to take care of their horses themselves. We will also offer additional services such as exercising, training and veterinary care. Guest riding instructor services will be offered. The property consists of approximately 35 acres including farmhouse & steadings.

Facilities

We will have 12 stables, each of which will be spacious and well ventilated. It will also utilise the stables that we kept our horses in some 30 years ago, and which largely been empty in the intervening years. Based on the acreage of the farm there will be the option for taking a further 12 horses on turn out livery. The owners will be living on site with 24 hour surveillance for safety of both client and horses.

Outdoor arena – we will have an outdoor, fully, lit, all weather arena that will be used for training, exercising and competitions. This will allow the arena to be used all year round. The arena measures 60m x 30m which will make our arena the only international show jumping size in the area. This will allow us to attract accredited coaches from around the country.

Paddocks – we will have numerous paddocks where horses can graze and exercise. These will be on a rotational basis so that no field becomes over grazed. Over the past year these we have invested heavily in these fields/paddocks as they have been refenced, had new gates installed, the waterways have been cleared & reopened, the hedges maintained, the fields have been chain harrowed, overlaid with natural nutrients. This is the first time in 25 years that these fields have been treated and restored.

Newly installed 'Monarch' galvanised steel and bamboo board stables will be available making them highly desirable. A certain number of pony stables will be available to encourage young children who are previously excluded from certain equestrian livery yards due to their age.

Studies show that it is highly beneficial for children to be around animals & horses and it is our wish to expose as many children to the benefits of the outdoor lifestyle and the responsibilities that come with horse ownership.

Given that there are miles of off road tracks & hacking around the area is prime for this experience.

Gallops – It is our intention to create a gallops whereby the horses can be exercised all year round

Tack Room – we will have a tack room where horse owners' can store their equipment.

Marketing Strategy

We will market our livery yard through a range of channels, including social media, local advertising and word of mouth referrals. We will create a website that will provide detailed information about our services, facilities and pricing. We will also create social media accounts on platforms such as Facebook, Instagram and Twitter where we will share photos and updates about our livery yard. We will offer special promotions and discounts to attract new customers.

Our target clientele will be equestrians who seek a quality, well run horse livery with quality instructors and exceptional facilities. Kilmacolm is a sought after area for horse ownership due to its relatively quiet country lanes and availability of off road hacking. It is also conveniently positioned within the central belt for easy access to equestrian competitions throughout the country. Currently there are only 3 livery facilities within the area & only 1 of which offers the experience, facilities and service that we plan to offer. However this other does not cater to the under 18 market.

Financial Projections

Our projected income in the first year of income is £67,000.00 with an estimated nett profit of £7,000.00. We expect our income to grow by 15% in the second year of operation with an estimated nett profit of £12,000.00.

Start Up Costs

Our start-up costs includes the purchase of the land itself (attached to Slates), the construction of the arena and associated ground coverings and fencing. The fencing of the fields, the drainage works required to make the fields useable, the cutting of the hedgerows and the reclamation of the fields making them useable for horses. There is also the marketing costs of the business, the purchasing of equipment and associated expenses. The stables themselves require new roofs and some modernisation. We estimate our start-up costs to be approximately £300,000.00.

We are looking to upgrade the paths walkways/ paths adjacent to the east of Slates that will allow horses / walkers / dog walkers avoid walking along the old Greenock Road when walking around the popular Kilmacolm – Balrossie loop. It is our belief that as custodians of the area we should be maintaining & improving it.

Conclusion

Our prospective livery yard business in Kilmacolm will provide high quality horse boarding services to horse owners from the local area. Our personalised services, top quality facilities and exceptional customer services will differentiate us from other livery yards in the area. We expect to generate a small nett profit in the first year which allows us to grow the business in the years that follow.