

Stepney Bank Stables



learn to ride



info for schools



Stepney Bank Stables provides an excellent example of how a sporting community facility can benefit disadvantaged young people in the heart of inner city areas:

- the team of staff at the stables are committed to encouraging disadvantaged young people to volunteer. Time and resources are invested to ensure retention of volunteers, for example:
 - regular and committed volunteers can become part of a scholarship scheme which means that in return for providing staff with support at peak times the stables will provide volunteers with the training and support for British Horse Society (BHS) exams
 - volunteers build up 'time bank hours' which then entitles them to free rides and training opportunities
- the stables are a BHS and a Pony Club of Great Britain approved centre
- a proactive approach to working with the local media means that the stables are well-known locally and in the north east and the facility has noticed an increase in membership
- links with key education and social welfare organisations have ensured that disadvantaged young people get a chance to participate in all aspects of horse riding and horse care.

Marketing and promotion

The facility has its own website, www.stepneybank.co.uk and has links to a number of other websites in the north east. However it was commented that at this stage the website does not link with either the British Horse Society or Pony Club of Great Britain websites and this is an aspiration for the future.

The facility initially undertook limited marketing per se, but did outreach work with schools and at horse fairs and church fairs. The facility has also benefited from significant publicity. In 2004, it featured in a BBC children's 10 week series, 'The Stables', an educational soap documentary. A variety of awareness raising methods are used to promote the work with disadvantaged young people including, staging events, open days and branding, leaflets and word of mouth. The promotional methods that have had a greatest impact include:

- maintaining a variety of contacts to promote the facilities eg from attending the Radio Newcastle monthly talk show to working with local businessmen
- being amenable to working with the media and helping the local radio and TV stations
- sending out press releases on activities to get as much press coverage as possible
- advertising in the yellow pages.

Project Name:	Stepney Bank Stables
Date of Meeting:	14 December 2006
Project contact:	Susan Tron
Project contact telephone:	Tel: 0191 261 5544
Project contact email:	Email: susantron@btconnect.com