

Tourism Related Equestrian Competitions Ireland Clg Trading as TREC Trails Ireland Strategic Plan 2021 to 2025

Our Vision

The vision of TREC Trails Ireland is to have a self-financing, eco-friendly and carbon neutral network of safe and accessible riding trails across the island of Ireland. These Trails will have been developed in collaboration with the following Stakeholders:

- National, Regional and Local Tourism Development Bodies,
- National, Regional and Local Business Development Bodies,
- National, Regional and Local Equestrian Bodies,
- National, Regional and Local Landowners,
- National, Regional and Local Tourism Businesses and Service Providers,
- National, Regional and Local Health Care Professionals,
- National, Regional and Local Equine Assisted Therapy Professionals
- National, Regional and Local Walking and Cycling Representative Bodies.
- Special Needs Parents Associations
- Riding Establishments
- Riding Instructors
- Leisure Riders,
- Horse Owners, Breeders, Trainers and Traders

Under the The Enbarr Trail brand, this innovative development will showcase Ireland's unique landscape, culture and history and give riders the opportunity to experience the therapeutic benefits of connecting with nature.

Our Mission Statement

TREC Trails Ireland aims to facilitate leisure riding and equestrian tourism by identifying and expanding off road riding opportunities in co-operation with all stakeholders.

Our Objectives

Our objectives can be summarised under five headings:

- 1. Information:** Information dissipation to the Stakeholders on the benefits of the Equestrian Tourism sector.
- 2. Education:** Educate users of shared resources on their obligations to each other, landowners and the countryside.
- 3. Registration:** Central Registration with unique number identification of users of shared resources.
- 4. Regulation:** Ensure a system of regulation and accountability for users of shared resources.
- 5. Public Relations and Marketing:** Design a structure within which to market the Equestrian Tourism and Leisure Rider Ireland through “The Enbarr Trail” brand

Our Strategy

Information:

- We will highlight and quantify the economic, environmental and health benefits of the sector.
- We will correct the public perception of the leisure riding and equestrian tourism sectors by demonstrating that the sector is pedestrian friendly, accessible, fun and provides unique mental and physical health benefits.
- We will work to inform stakeholders of the design and implementation options to create multiuser amenities.
- We will inform stakeholders about the concept of mutual responsibility for shared resources by codifying appropriate sharing processes and etiquette.
- We will provide accessible website resources and personal support to facilitate mutual understanding among the stakeholders.

Education:

- We will design compulsory online courses for Riders to inform them of their rights and responsibilities.
- We will design, in cooperation with the relevant state bodies, an approved system of certification of these courses.
- We will encourage horse trainers and coaches to shift their training focus from primarily arena-based riding to countryside riding.
- We will provide resources that afford landowners the opportunity to educate themselves on the risks and benefits of Equine Tourism.
- We will work with State agencies to develop an understand the needs of the sector.
- We will work to encourage State agencies appoint designated individuals or departments with specific responsibility for the development of the equestrian Tourism sector.
- We will educate public representatives through providing online information and statistics on the economic, environmental and health benefits of the sector.

Registration:

- We will design a system, in cooperation with either Equestrian and/or Tourism State Governing bodies or the appropriate state Department, for rider registration. This should be linked to horse identification chips numbers and registered equestrian premises numbers to allow for regulation.

- We will design a system, in cooperation with either Equestrian and/or Tourism State Governing bodies or the appropriate state Department, of visible numeric identification of riders and horses.
- We will design a system, in cooperation with either Equestrian and/or Tourism State Governing bodies or the appropriate state Department, for register of businesses that can avail of access to the network for commercial purposes.
- We will design a system, in cooperation with either Equestrian and/or Tourism State Governing bodies or the appropriate state Department, for recording of approved trails. This will be accessible worldwide and include links to local riding centres, horse hire, stabling, accommodation, restaurants and other businesses that register on the site for a fee.

Regulation:

- We will develop guidelines, regulations to facilitate the sharing of resources in a responsible manner. to give confidence to landowners and others sharing the resources.
- We will develop signage to support the regulations, and which is clearly identifiable as for equestrians.
- We will design compulsory, certified, affordable online courses to educate riders on regulations which must be attended prior to their registration.
- We will design, in cooperation with all stakeholders, a system of enforcement to ensure individuals or businesses who contravene the guidelines and regulations or ignore instruction signs, are dealt with in an appropriate manner to protect access to the resources for all users.
- We will improve the risk profile of leisure riding and equine tourism by engaging with the insurance industry, in cooperation with other stakeholders, in developing the system of registration, regulation and signage.
- Legislation – In cooperation with all other stakeholders, we will lobby for changes in legislation to protect landowners and equestrian organisations from claims for damages based on unrealistic “duty of care” obligations.

Public Relations and Marketing:

- We will raise the public profile of the sector and the economic, environmental and health benefits.
- We will engage with all media to keep the plan to the forefront of public consciousness and to highlight any issues where public support is essential.
- We will engage with all media to ensure that progress on implementation of our strategic plan is appropriately disseminated to the widest possible audience on a timely basis.
- We will design a system of feedback for the public and other stakeholders to ensure we become aware of issues that might impede our progress towards achieving our goals.
- We will work with stakeholders to design a platform to market The Enbarr Trail worldwide.

Our Approach

- We will design a structure for TREC Trails Ireland that will facilitate achieving our goal and allow for maximum participation and representation of stakeholders in the process.
- We will identify and reach out to the appropriate individuals in the stakeholder organisations listed in our vision statement to inform them of our plan and put in place a consultative process through which we can identify the needs and benefits for each stakeholder.
- We will identify and reach out to those with relevant experience, knowledge and skills to assist us to achieve our goal.
- We will identify the financial costs to our organisation of implementing our plan and identify sources of funding to cover these costs.
- We will quantify the economic, environmental and health benefits of achieving our goal.
- We will develop syllabi and materials for training modules.