



## CORPORATE BACKGROUNDER

### National Equestrian Crime Database

The NECD concept was created in 2008. It came about from a series of everyday events which were developed into an extraordinary concept. Its creators, Adrian and Amanda Keeling had their Jaguar saddles stolen from a livery yard. These saddles were never recovered. As the Secretary of Windsor Forest Riding Club for 20 years, Amanda has received many communications enquiring if she could help validate word of mouth horse theft news. Adrian has been a senior executive in the IT industry for many years. Hence the concept of NECD was created to bridge and bring together the two worlds, that of information technology with that of the equestrian. The corporate aims were, and remain, to address escalating equestrian crime and to empower the equestrian community to do something to prevent it.

Subsequent developments were based on an unusual and strategic approach. The NECD executive team proceeded to engage with all equestrian insurance companies and with all UK police forces in order to present the NECD concept to them. The team gathered requirements in order to adapt the service accordingly. By inviting their collaboration, NECD has uniquely united these organisations with a world class equestrian crime prevention service, a service which can be embraced and utilised by all.

The final six months has seen the NECD service evolve dynamically and undergo rigorous testing. Such a technically advanced solution combining IT infrastructures with telecoms services, whilst incorporating new requirements from collaborating organisations on a weekly basis, needs time to finalise and polish its offering. Over the coming years, without doubt, NECD will continue to invest in its technology and services in order to remain at the forefront of equestrian crime prevention. Many new ideas and concepts for the equestrian community and for crime prevention are being planned into the technology and service roadmap for future development and roll out.

NECD is also responding to market and horse owner needs by providing a host of equestrian community services for which its advanced infrastructure naturally lends itself. Extensive focus group research and testing together with Police and Insurance companies` input has resulted in a service which has far outstripped its initial remit. It is also hoped that NECD will be utilised in communicating information about horse disease alerts.

NECD has engaged with the most influential and powerful equestrian organisations in the UK such as the British Horse Society and Riding for the Disabled. These organisations have unanimously pledged their support and whole heartedly endorse and promote NECD both to their members and to horse owners in general. NECD offers a joint revenue sharing approach to every equestrian organisation, including the



equestrian press, to promote and drive NECD membership. NECD is a win-win solution for all who get involved.

With the overriding aim of reducing equestrian crime NECD presents the ideal balance of corporate social responsibility and commercial viability by providing certain elements of its service free to horse owners. Furthermore NECD provides its service free of charge to all UK equestrian charities. To the British horse owner, NECD's annual fee for its wealth of services is a modest £35. Thus NECD's unique entrepreneurial model ensures that the entire equestrian community can receive benefits, and that NECD is well positioned to invest continually in its service of protecting equestrians and their horses.

NECD encourages everyone to become a member, because in doing so, collectively equestrian crime prevention becomes a powerful and unbeatable force.

It will therefore come as no surprise that other industries such as Agriculture are interested in NECD and are looking for a similar solution to be developed for their requirements.

Following UK launch, NECD is expected to roll out around the world.

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