

## Case Study: Quob Stables



We've targeted our maps for use in the REAL outdoors and have always had horses in mind. But we have been taken by surprise by the number of benefits that horse riders are now finding!

Beth Boyes runs the Quob Equestrian Centre in Durley near Southampton and on our South Downs West map. I met Beth at the excellent Brush Makers Arms in Upham and she bought one of our original South Downs West Maps. She gave us some vital input that's helped us improve the map for horse riders and others in our latest edition.

Since then she and the staff at the centre have been trail testing our map across the beautiful South Downs on medium and longer distance rides.

**Safety first:** "I am not used to using a map on horseback." said Beth "...mainly because unfolding paper is a noisy business and can unsettle the horse. We have in fact had a number of stories where the horse has bolted from the sound of a traditional paper map being opened immediately behind its sensitive ears!"

"However" she continues "this map is virtually silent when you unfurl it. And because it needs no careful unfolding and re-folding the job of finding your way is very quick and simple."

**How about the content?** "I love the fact that the bridleways, byways and restricted byways are always clearly marked and easily identifiable from the very simple key. It's great that the key is stitched into the hem of the map so I'll never lose it!"

"The map clearly marks the most prominent navigation features like pubs and churches and I can tell when something steep is coming up because the contours are clearly marked."

**How has it helped you?** "At the centre we tend to use the routes that we know. The SplashMap gives us confidence to go further a-field and discover new areas for a lesson or a weekend hack! For visitors to the centre I have started to mark a suggested route for them using the washable marker pen, so our visitors are discovering more in the area".

"Because we know that the maps now cover all the National Parks and there are 5 others in the South Downs alone, this opens up some great chances for discovery all over the country".

**What about the material we use?** "The SplashMap is virtually indestructible! It' been dropped in the mud and even trampled in use, but it washes easily in the machine and is still rainproof. In use I tend to keep mine tied on a knot around the reins or wrapped around my neck if it looks like rain. The material is almost satin-like and actually looks rather attractive when used as a neck-scarf."