

BUSINESS START UPS

CASE STUDY: JOCKEY to COFFEE SHOP OWNER

Name: Eva Moscrop **Age:** 29

From: Northumberland

Riding Career Summary:

Eva rode as a Flat jockey, based in Middleham and then Newmarket for five years from 2011 to 2016. She suffered some serious injuries leading to quite a bit of time out of the saddle which made her return to riding very difficult with lack of opportunities. She was forced to retire but continues to ride out in Newmarket alongside her business.

New Career: Coffee Shop Owner

Support from Player Association:

JETS PDM Phil Kinsella helped advise Eva when she was researching options for her new business. JETS also contributed towards Eva's Barista training and various courses she had to complete for her business such as Food Hygiene and personal licence qualifications.

Career Transition Highlights:

- Using her racing contacts to build a client base in Newmarket and creating a hub for lots of Newmarket's racing A-listers.
- Winning the Best Coffee Shop in Suffolk Award 2020.
- Winning the Progress Award at Richard Davis Awards recognising the career development of jockeys.

Career Transition Challenges:

- Learning about bookkeeping and all the other hospitality health and safety regulations.
- Having to close the business for lockdown and adapt for takeaway.



“ Choosing to own my own business means, in contrast to my racing career where there were so many outside factors, I ultimately can control my own success. Hard work equals achievement and I have found this really satisfying. ”