

BUSINESS START UPS

CASE STUDY: JOCKEY to BUSINESS OWNER

Name: John Pritchard **Age:** 40

From: Chipping Norton

Riding Career Summary:

John rode for 11 years as Jump jockey first has an Amateur and then as a Conditional jockey with around 270 rides and 11 winners. He has continued to stay working in racing as a Racing To School Ambassador providing outdoor learning to children on racecourses which he does part-time alongside his business.

New Career: Owner of Charbel Blinds (Blinds and shutters company)

Support from Player Association:

John used JETS (Jockeys Education & Training Scheme) to do shutter training for his new business and PTLLS (Preparing to Teach in the Lifelong Learning Sector) course to help his education work.

Career Transition Highlights:

- Having the flexibility owning his own business means he can do his Racing To School education work on a part time basis.
- Seeing the business grow with a £260k turnover and showing good profit during the first 2 years of trading.
- In the last 18 months they now manufacture 11 different products.

Career Transition Challenges:

- The hours and everything that comes with running a business - securing start up finance, finding suitable premises, purchasing equipment, creating a brand, developing a showroom experience and establishing an online presence.



“ Ultimately, I'd like to achieve a better work-life balance so I need to invest more time in staff training to ensure the same level of service whether I'm there or not. As a small, mainly B2C business, we live and die by our service levels and reviews; this is a really important aspect of owning a business. ”