

Where every rider grows in confidence — through the connection between horse and rider".



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NUNEATON & NORTH WARWICKSHIRE EQUESTRIAN CENTRE FOR THE DISABLED - CYBERKINESIS DIGITAL TRANSFORMATION PARTNER

POWERING AN INCLUSIVE RIDING CHARITY — FROM ONLINE BOOKINGS TO A FULLY CONNECTED EQUINE FACILITY

🎯 Objectives

Nuneaton & North Warwickshire Equestrian Centre for the Disabled provides a welcoming, inclusive environment where riders of all abilities develop confidence, skills and a love of horses through accessible equestrian education and therapeutic riding. They chose CyberKinesis as their partner from the very outset. They needed help to:

- Maintain their Microsoft tenancy and securely procure new devices.
- Co-develop a bespoke outcomes framework to capture the unique impact of Equine Assisted Learning — creating their "Equine Compass" outcomes model.
- Install security cameras across the site to eliminate blind spots and improve safety.
- Provide bid and grant support, including funding for a bespoke outcomes-monitoring framework.
- Secure free charity Data SIMs for connectivity where WiFi couldn't reach.
- Develop an online payments and sales platform for products and services.

🏠 Challenges

A large working yard brings challenges an office never faces: no WiFi across open fields, a higher-crime location where security was essential, and animals that can't be paused. COVID made this especially hard — furlough was never an option when horses still needed daily feeding and exercise. Throughout, CyberKinesis remained a constant partner.

💡 Solutions

CyberKinesis embedded itself as a long-term digital partner, not a short-term consultant — managing all site IT infrastructure. We replaced years of cash handling with a new **online booking and payments platform (Squarespace)** where riders self-register and pay, and evolved their website through funded multi-year refreshes. Across the yard we deployed **security cameras** and free charity SIMs to connect off-grid fields, and secured discounted hardware and software to cut costs. We also supported a charitable partnership with **ViewSonic**, who kitted out the indoor arena with a commercial retractable projector.

BENEFITS

From Cash to Effortless Online Bookings

A new Squarespace payments and sales platform lets riders self-register and pay online, ending years of manual cash handling.

A Partner Through the Hardest Times

From COVID to multi-year funding bids and a ViewSonic-sponsored arena upgrade, CyberKinesis stretched every charity pound further.

A Fully Connected Site

Yard-wide WiFi network plus free charity SIMs bring reliable connectivity to every field, even where WiFi can't reach.

A Safer, Better-Protected Centre

Site-wide security cameras eliminate blind spots and keep riders, staff and horses safe in a higher-risk area with real-time alerts.



"CyberKinesis has been by our side for years — through COVID, when we couldn't furlough animals that still needed feeding and exercising every single day. They didn't just handle our IT; they helped us move from cash to online bookings, secured the site, and won us funding when we needed it most. They're a true partner, not a supplier."

JEAN MILLER

Trustee