

Monday 16 November 2009

Happy Birthday – NED’S A Yearling And Gaining Knowledge By The Day

One year old this month, NED (the National Equine Database) which contains more than a million records of horses with UK passports, has gone from “NED who?” to an equestrian household name.

Launched in November 2008, more than 13,000 people have now registered as NED users and have sent valuable feedback on what they found and what they would like NED to be able to do in the future.

NED’s Chief Executive Nick Wallbridge said: “In horse terms NED would now be a yearling, which is very appropriate metaphor. You can usually tell how much potential an equine has when it is a yearling but at the same time it is gaining knowledge and experience every day and the best is still to come.

“There have been numerous examples of where NED has adapted and expanded to meets the request of its users and we are confident it will continue to do so.”

Sixty five percent of horse owners own just one equine. And the vast majority of the people who logged on to NED in the initial months were single horse owners whose biggest concern was that NED did its best to help them protect their own animals.

After a number of high profile cases of horses put out on loan being sold on unlawfully, NED, in collaboration with the UK Horsecatch Alliance, quickly introduced an online facility to allow owners to input their own freeze-mark and microchip numbers on to NED. This meant if their horses went missing, NED could help make sure they were not reissued with new passports to be sold on.

There are a number of cases where NED has been able to help because it is the only central place where data on all horses with UK passports is held.

One of NED’s most frequent queries is from owners of equines which have European passports but because NED is a database of horses with British passports, imported horses are largely not there.

Concerned horseowners wanted to be able to input their security information. So NED quickly implemented a system to enable owners of European horses to get their passport information on NED and then to back it up by allowing them to add freeze-mark and microchip numbers themselves.

Nick Wallbridge said; “Users let us know of their concerns that they had no assurances the horse they were thinking of buying was what the vendors were claiming it was. So NED launched

Passport Check, which, rather like an HPI check on a used car, confirms that the horse has a passport and is the age it is sold as being, has the pedigree it is sold as having and if it has a competition record from an affiliated discipline – it will be on NED.”

In its first year NED has established itself as a simple to use database, which is starting to deliver practical benefits to horse owners.

Mrs Harmon from Shropshire “NED has stopped me making a wasted journey to Scotland, the Passport Check didn’t “check out” so I didn’t take the purchase any further”.

And NED will shortly be able to offer users the opportunity to upload several photos of their horse, and video, introducing social networking, as well as security, opportunities.

To celebrate turning one NED is running a competition with a chance to win tickets to Olympia. For more details and terms and conditions log onto www.nedonline.co.uk – the opportunities are endless.



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For further information please email media@ned.uk.com

The National Equine Database (NED) is a collaborative project between Defra and the horse industry. Defra needed a database (NED) to hold details of all equines with passports to fulfil the requirements of European Union legislation and the horse industry needed a public national database (NED Online) so that information on all UK equines could be held in a central location for everyone to view.

NED is the country's National Equine Database containing details of over a million horses with UK passports, and an increasing number of horses with European Union passports as well.

NED also contains information on horse pedigrees and competition lifetime ratings for an increasing number of horses.

Horses can be “checked out” on NED prior to purchase, increasing peace of mind for buyers.

UK Horsecatch Alliance: www.ukhorsecatch.org.uk