

# CLIENT WELCOME PACK

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## Peace of Mind Ponies

Luxury care for horses, peace of mind for owners

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[www.pomponies.com](http://www.pomponies.com)



# WELCOME

Hello! I'm Alex

Horses have been part of my life quite literally from the beginning — I was put on a horse by my parents before I could walk, and I don't remember a time when I wasn't happiest in the company of ponies. What started as childhood joy grew into a lifelong commitment to understanding, caring for, and building deep partnerships with horses of all types, ages, and personalities.

Today, my two horses are at the heart of everything I do. Omora, my 29-year-old Dutch Warmblood mare, has been my pride and joy since 2003. She has carried me through life's milestones, taught me more than any textbook ever could, and continues to inspire the calm, attentive, patient approach that defines POMP.

Fletcher, our 12-year-old Gypsy Cob, joined the family two years ago and brings with him a gentle spirit, endless character, and daily reminders of why I love what I do.

Horses aren't just my work — they are my life.

Every service I offer is rooted in decades of hands-on experience, genuine understanding, and the belief that every horse deserves thoughtful, attentive, and consistent care. Whether I'm providing daily support, managing a horse in an owner's absence, or offering full concierge-level oversight, my goal is always the same: complete peace of mind for both horse and owner.

POMP was created to bring that level of care to others — a luxury, dependable service built on trust, detail, and the belief that horses should always feel safe, seen, and supported.



# SERVICES

Every visit is delivered with professionalism, discretion, and the confidence that comes with experience. Your horse is cared for as if they were our own.

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**01**

**The Daily POMP- Routine care, ideal for occasional visits-£25 /hour\***

Turnout | Catch in | Muck out | Hay & water | Feed | Quick flick & feet pick | Rug change | Welfare observation.

**02**

**The Peace of Mind Plan- Enhanced care with full welfare oversight-£30/hour\***

Turnout | Catch in | Muck out | Hay & water | Feed | Groom & feet pick | Rug change | Welfare observation | Photo + video updates | Liaison with yard, farrier, vet | Daily or weekly POMP Report.

**03**

**POMP Concierge - Personal equine PA / lifestyle manager for busy owners- From £40/hour**

Diary management | Welfare coordination | Competition entries & travel logistics | Seasonal checks (worming, vaccinations, dental, shoeing) | Show-day checklists | Ordering supplies + organising deliveries | Social media management | Personal & yard admin | Event management

**We always alert the owner to unusual behaviour, feed issues, or health concerns.**

\*Minimum 1 hour per booking



# OPTIONAL EXTRAS

Give your horse a bit of extra luxury- he deserves it!

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**01**

## **POMP Polish**

Spa quality grooming. Full bath, coat, mane & tail conditioning, hoof oil, show-ready shine £35

**02**

## **Luxury POMP Product Bar**

Premium shampoos, hot oils, or mane & tail treatments +£10

**03**

## **Quiet Time Grooming**

A gentle, relaxing groom for nervous or sensitive horses. 45 Minutes £25

**04**

## **Tack Cleaning**

Saddle & bridle clean & oil. £20



# OPTIONAL EXTRAS

Every visit is delivered with quiet professionalism, discretion, and the confidence that comes with experience. Your horse is cared for as if they were our own.

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05

## **Poo Picking**

From £20/hour

06

## **Bank Holidays & Out of Hours**

Christmas Day/Boxing Day/Bank Holidays +50% | Early morning (pre 07:00) or late evening (post 17:00) visits + 25% | Travel beyond 5 miles of UB9 6HP + £0.50/mile

07

## **Refer a Friend**

Refer another horse owner on the same yard, and receive a credit equivalent to one hour, applied at your discretion.



# MEMBERSHIP PACKAGES

For clients who prefer flexibility and the VIP treatment, POMP offers pre-purchased care hours – like a debit card for equine excellence. POMP Members enjoy exclusive benefits, including discounted rates, priority booking, and complimentary luxury grooming sessions – because loyalty deserves a reward.

Flexible usage – clients can allocate hours to whichever service tier they need and mix & match from our service offering.

01

## POMP Classic

£500/month | Enjoy a 5% discount per hour when securing a booking.

02

## POMP Premier

£850/ month | No travel fees | Enjoy a 7.5% discount per hour when securing a booking.

03

## POMP Prestige

£1000/ month No travel fees | Enjoy a 10% discount per hour when securing a booking.

Prestige and Grand Prix members enjoy priority booking and no travel fees. Available for use on all services & extras.

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Every service is delivered with quiet professionalism, complete discretion, and the confidence that comes only from experience.

Whether it's a single visit or year-round support, your horse is cared for as if it were our own.



# WHY CHOOSE POMP?

Choosing the right person to care for your horse is a deeply personal decision. At POMP, every service is built around trust, consistency, and exceptional attention to detail, so you can feel completely confident that your horse is in safe, experienced hands.

Professional standards sit at the heart of what I do. I am a certified Freelance Groom with the British Grooms Association (BGA) and hold the BHS Stage 3 Care, reflecting a high level of knowledge in horse welfare, stable management, and best practice. In addition, POMP is fully insured, with both personal accident and public liability insurance in place, offering reassurance for owners, yards, and professionals alike.

01

**Reliable**

02

**Qualified**

03

**Insured**

Ultimately, POMP exists to remove worry, save time, and provide confidence. When you choose Peace of Mind Ponies, you're choosing experience, accountability, and a genuine commitment to exceptional equine care.





# TS & CS

To ensure a smooth and reliable service for all clients, the following practical information applies to POMP services.

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## **Travel & Mileage**

Travel is included within the stated service radius for each package. Travel beyond this distance is charged at £0.50 per mile, unless otherwise agreed as part of a POMP Membership or Concierge POMP arrangement.

## **Payments**

All services must be paid for in advance unless covered by a pre-purchased POMP Membership or Concierge retainer. Membership payments are taken monthly. Any unused membership credit may roll over for up to one month.

## **Bookings, Cancellations & Changes**

A minimum of 24 hours' notice is required for bookings and cancellations or changes to bookings. Late cancellations or missed visits may be charged in full, except in exceptional circumstances.

## **Access & Equipment**

Clients are responsible for ensuring safe and reasonable access to the yard, stables, horses, and any required equipment during booked visits. POMP cannot be held responsible for delays caused by restricted access.



# TS & CS

To ensure a smooth and reliable service for all clients, the following practical information applies to POMP services.

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- All services are provided with reasonable skill, care, and professionalism in line with industry best practice.
- POMP operates as an independent freelance service and does not replace livery yard responsibilities unless explicitly agreed in writing.
- Clients remain responsible for ensuring their horses are fit for handling and that accurate information regarding health, behaviour, and routine is provided.
- POMP holds valid public liability insurance and personal accident insurance; however, liability does not extend to circumstances outside reasonable control.
- POMP reserves the right to refuse or suspend services if horse or yard safety is compromised.
- Prices are subject to periodic review, with reasonable notice provided to clients.

If you have any questions at any stage, or if your horse's needs change, please don't hesitate to get in touch. POMP is here to support you!



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# ONBOARDING PROCESS



*Thank you!*

Our onboarding process is simple & designed to ensure seamless, stress-free care. This starts with an initial consultation to understand your horse's routine, health, and behaviour, followed by a brief yard assessment to review layout, access, and any specific yard rules. From there, a tailored care plan is agreed to reflect your horse's individual needs and your expectations, before our first visit, allowing your horse to become familiar with POMP care in a calm, unhurried way.

Contact me today to get started!  
[alex@pomponies.com](mailto:alex@pomponies.com)  
[www.pomponies.com](http://www.pomponies.com)

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