



Parsons Rump Ltd

Worcester Woman Launches Hi-Viz Biz

A Worcestershire woman who has been riding since she was 7 years old has started a cottage business producing a new safety product for horses. Jan Parsons, who lives in Hanley Castle, has given her name to the Parsons Rump, a hi-viz band to cover a horse's rear.

Jan has been a member of the British Horse Society for 25 years. She works as a night care assistant and takes what time she can in daylight to ride her Icelandic horse Jóra. Jan explains, "Living on a busy road I am only too aware of the volume and speed of traffic, but also I know how many riding enthusiasts there are who must use roads to exercise their horses and to move between their stables and any local off-road riding. I decided I needed to make Jóra more visible to motorists." One third of all riding accidents happen from behind.



Summer, a Haflinger, heads for the road in an orange Parsons Rump

Her innovation, which includes a patented coupling to secure the Rump to the saddle, highlights the horse from a distance but crucially gives the horse more freedom and comfort than a full day-glo sheet.

She says: "I was lucky to have a couple of good friends who helped me test the Parsons Rump on their horses of different sizes, so in testing on Jóra, Doris (a solid Welsh Cob) and Freddie (a slimmer and taller retired racehorse) among others I was able to adapt the design so that just two product sizes now cover a range of horses and ponies." Jan has also just produced a bespoke Rump for a 17.2 Clydesdale heavy horse.



Jan's Icelandic horse
Jóra sports a standard
yellow Parsons Rump

In the way of many small businesses, Jan has set out her stall on a website and on eBay. She had to consider factors such as packaging, fitting instructions and even washing instructions, but that is all behind her now as sales move ahead. Jan has even received an order from an American lady who rides through woodland and specified a Rump in International orange, because that's the safety colour worn to prevent being shot by hunters!

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