



Racing
Together

Racing Together

How the sport helps its communities



Racing Together

www.racingtogether.co.uk



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What is Racing Together?

- *Racing Together* is British racing's community engagement activity









What's is *Racing Together's* purpose?

- *Racing Together* was formed to coordinate, support, represent and measure British racing's community engagement activity that takes place right across the industry and involves a range of charitable and commercial organisations
- To pull together and highlight all of the work the sport is able to facilitate and support with and for the benefit of local communities
- *Racing Together's* vision is for British racing to be known as a 'force for good' by helping the communities in which the sport operates.

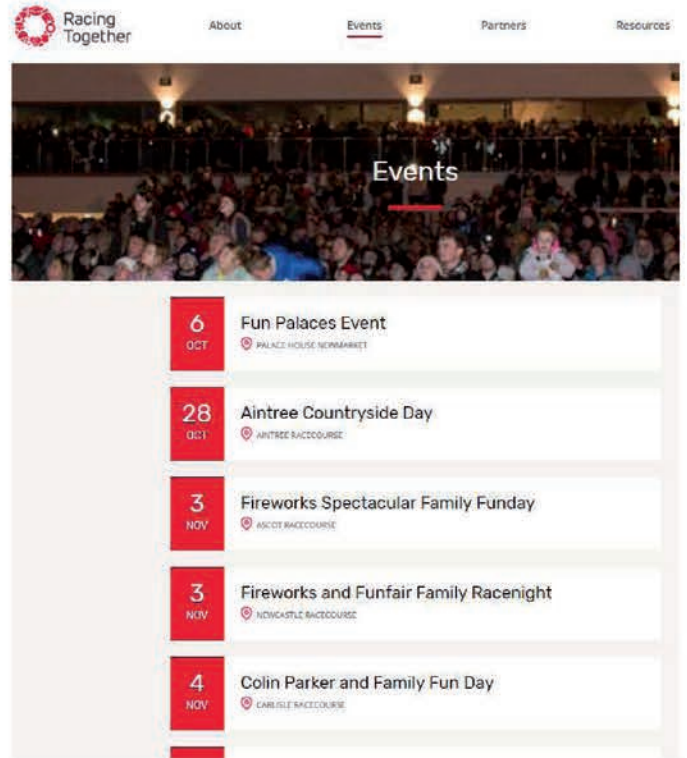


How Racing Together can support your Community Engagement

Some of our bloggers

 <p>Durham Super League Man of Steel and Castleford Tigers halfback Luke Gale discusses the Luke Gale Academy, a new venture with Racing Together partner Mark Turner. The 2017 Rugby League World Cup finalist and member of racing syndicate Champagne Charlie discusses his 'Looking for Grassroots Foundation' that aims to drive participation in Rugby League over the next three years.</p>	 <p>Improving horses' welfare has been a constant on Cura Hazell's 'to do' list and here she reveals her passion for taking up a new challenge with the Injured Jockeys Fund.</p>	 <p>Rob Mabbett has only just started working in the role when he was voted Racing Post/SRS betting shop manager of the year in 2016. Inspired by family loss at the time, he began supporting the work of Mind, the mental health charity which has now influenced his recent decision to join the Gordon Moody Association, which offers support to problem gamblers.</p>	 <p>Patrick and his wife Julie run Applebee Stud in Banbury and are the key cogs in the Pony Racing Authority Youth Training Scheme. Here Patrick discusses how the game about the success of the programme and how beneficial the recent Explore Racing Day at Newmarket was for all involved.</p>
 <p>Ian Barlow has for some time been a driving force behind racing's efforts to lend its roots in the community. The Chairman</p>	 <p>BIJA Board member and passionate advocate for racing's people, Ellie Weldon discusses her first experience of the Grand National, supporting Ebony Horse Club and attending her first Racing</p>	 <p>Racing UK's Head of Marketing Ellis Weldon recently took part in a charity boxing bout, raising funds for Cancer Research UK. Here she talks about her love of racing and her journey</p>	 <p>Kevlin Parsons, who has recently joined the Racing to School board, reflects his career so far in racing, starting as a young boy attending Salisbury Racecourse with his family, to his current role</p>

A hub for all community events



The screenshot shows the Racing Together website's 'Events' page. It features a navigation bar with 'About', 'Events', 'Partners', and 'Resources'. Below the navigation is a large image of a crowd at an event. The main content area lists several upcoming events:

- 6 OCT** Fun Palaces Event (PALACE HOUSE NEWMARKET)
- 28 OCT** Aintree Countryside Day (AINTREE RACECOURSE)
- 3 NOV** Fireworks Spectacular Family Funday (ASCOT RACECOURSE)
- 3 NOV** Fireworks and Funfair Family Racenight (NEWCASTLE RACECOURSE)
- 4 NOV** Colin Parker and Family Fun Day (CARLISLE RACECOURSE)

Carrying your news stories

	<p>21 JUN Fakenham Racecourse contribute to opening of new community garden for local charity</p> <p>NEWS</p>
	<p>20 JUN Aintree celebrates community partner Everton in the Community's 30th birthday</p> <p>NEWS</p>



Following

Making headlines with @RacingTogether @ncpontefract @ellietallant #community racingtogether.co.uk/pontefract-eng ...

3:06 pm - 29 Mar 2018

6 Retweets 9 Likes



Recruit your volunteers



The screenshot shows the 'Do-it for Horseracing' website. It features a navigation bar with 'Start volunteering', 'Search organisations', and 'News & Campaigns'. The main content area has a large image of a group of volunteers and the text 'Help make a difference'. Below this is a search bar with the text 'Your postcode or town' and a 'Submit' button. There is also a 'Sign up now' button.

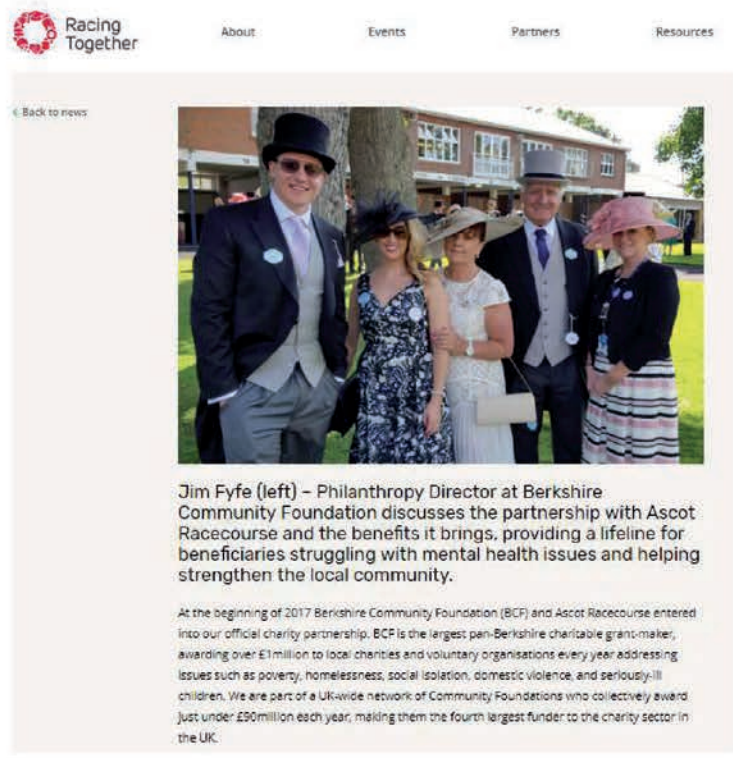
Volunteer today to support racing help others.

The Do-it trust volunteer website has been designed to provide racing with a volunteer database for organisations seeking volunteers and for individuals who are seeking volunteer roles within the racing industry.

Charities and organisations can post volunteer opportunities for the wider public to access. An individual seeking volunteer roles can sign up to the website and search specific criteria regards volunteering in the racing industry including: geographic location, area of the sport that most interests them, date of the volunteer role.

Sign up now >


Case Study



ASCOT

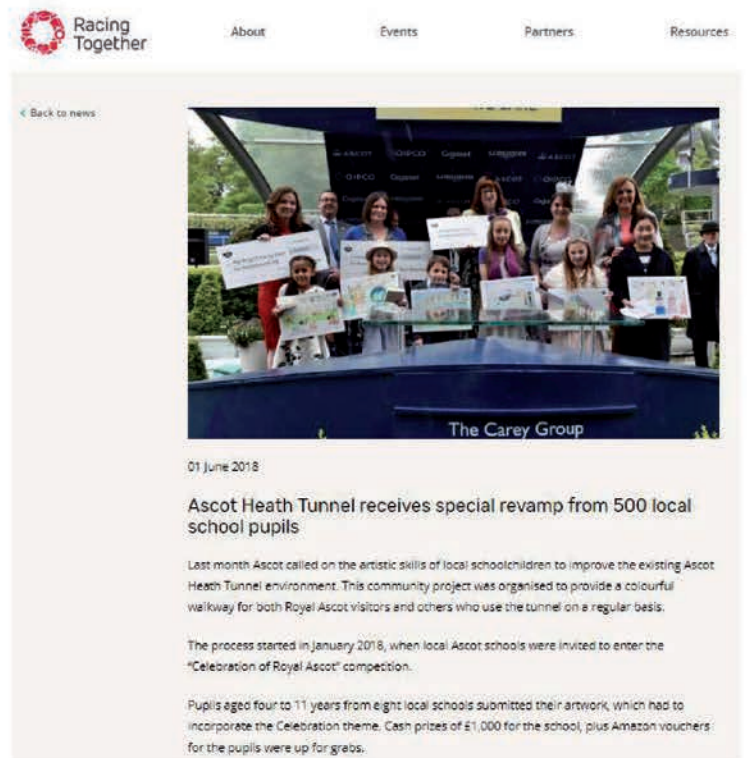
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Jim Fyfe (left) – Philanthropy Director at Berkshire Community Foundation discusses the partnership with Ascot Racecourse and the benefits it brings, providing a lifeline for beneficiaries struggling with mental health issues and helping strengthen the local community.


At the beginning of 2017 Berkshire Community Foundation (BCF) and Ascot Racecourse entered into our official charity partnership. BCF is the largest pan-Berkshire charitable grant-maker, awarding over £1million to local charities and voluntary organisations every year addressing issues such as poverty, homelessness, social isolation, domestic violence, and seriously-ill children. We are part of a UK-wide network of Community Foundations who collectively award just under £30million each year, making them the fourth largest funder to the charity sector in the UK.



ASCOT

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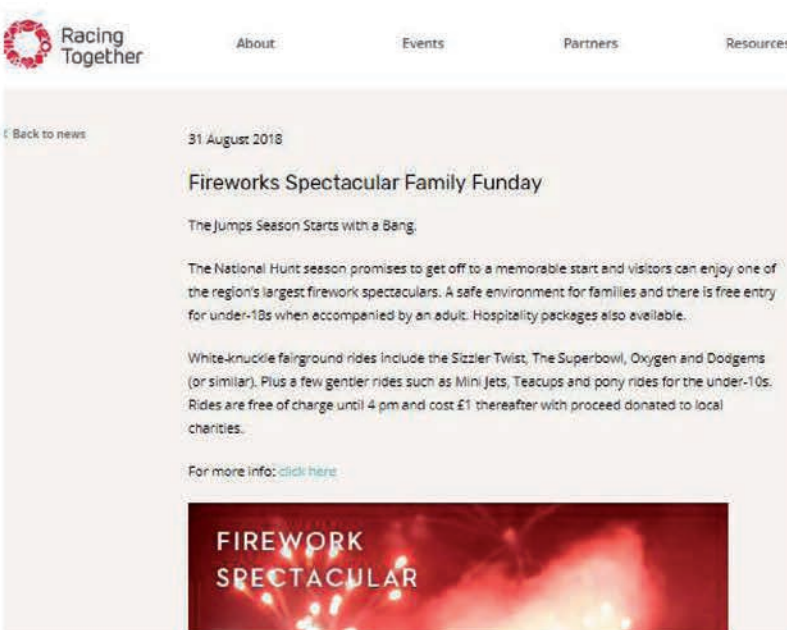
Ascot Heath Tunnel receives special revamp from 500 local school pupils

01 June 2018

Last month Ascot called on the artistic skills of local schoolchildren to improve the existing Ascot Heath Tunnel environment. This community project was organised to provide a colourful walkway for both Royal Ascot visitors and others who use the tunnel on a regular basis.

The process started in January 2018, when local Ascot schools were invited to enter the "Celebration of Royal Ascot" competition.

Pupils aged four to 11 years from eight local schools submitted their artwork, which had to incorporate the Celebration theme. Cash prizes of £1,000 for the school, plus Amazon vouchers for the pupils were up for grabs.



ASCOT

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31 August 2018


Fireworks Spectacular Family Funday

The Jumps Season Starts with a Bang

The National Hunt season promises to get off to a memorable start and visitors can enjoy one of the region's largest firework spectacles. A safe environment for families and there is free entry for under-18s when accompanied by an adult. Hospitality packages also available.

White-knuckle fairground rides include the Sizzler Twist, The Superbowl, Oxygen and Dodgems (or similar). Plus a few gentler rides such as Mini Jets, Teacups and pony rides for the under-10s. Rides are free of charge until 4 pm and cost £1 thereafter with proceed donated to local charities.

For more info: [click here](#)




Family Friends
@FamilyFriendsWM

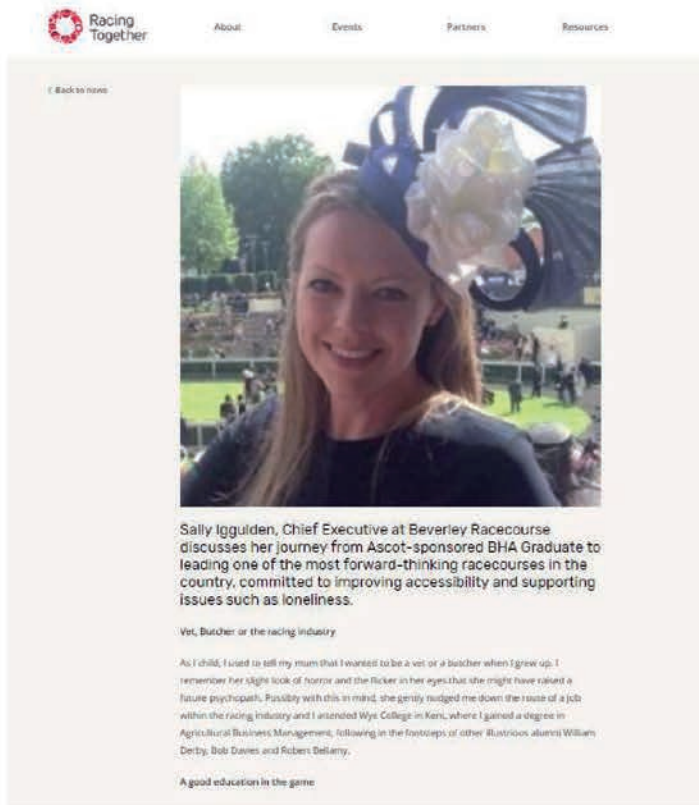
Follow

Fantastic to see both **@berkshirecf** and **@Ascot** making mental health a priority in our community - something that's very close to all our hearts here at **@FamilyFriendsWM!**

Racing Together @RacingTogether
Philanthropy Director at Berkshire Community Foundation Jim Fythe @BCF Jim discusses the partnership with @Ascot providing a lifeline for beneficiaries struggling with mental health issues & helping strengthen the local community....


3:56 pm - 7 Aug 2018

Case Study



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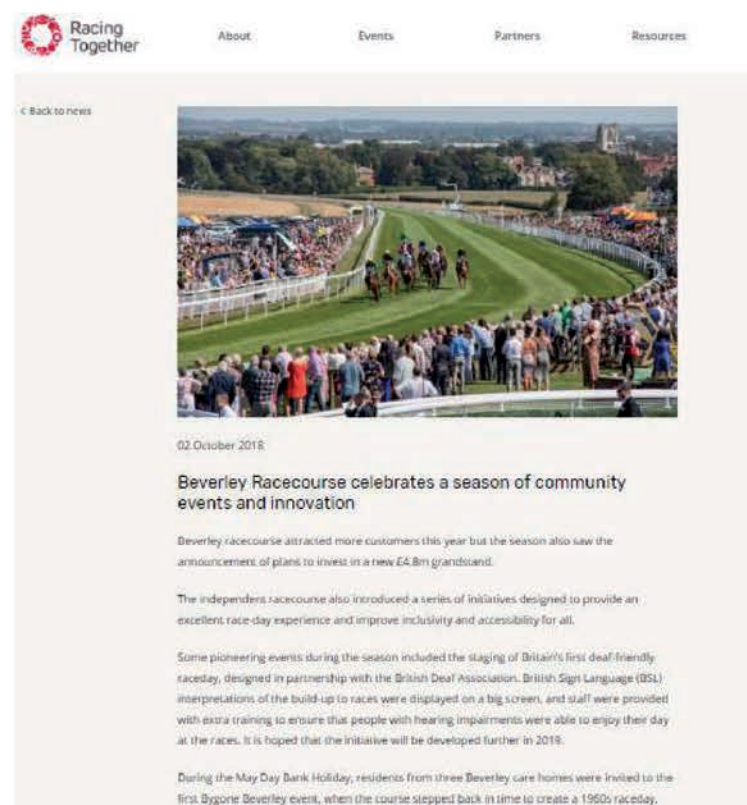


Sally Igguiden, Chief Executive at Beverley Racecourse discusses her journey from Ascot-sponsored BHA Graduate to leading one of the most forward-thinking racecourses in the country, committed to improving accessibility and supporting issues such as loneliness.

Vet, Butcher or the racing industry


As I child, I used to tell my mum that I wanted to be a vet or a butcher when I grew up. I remember her slight look of horror and the flicker in her eyes that she might have raised a future psychopath. Possibly with this in mind, she gently nudged me down the route of a job within the racing industry and I attended Wye College in Kent, where I gained a degree in Agricultural Business Management, following in the footsteps of other illustrious alumni William Derby, Bob Davies and Robert Delamy.

A good education in the game



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02 October 2018

Beverley Racecourse celebrates a season of community events and innovation

Beverley racecourse attracted more customers this year but the season also saw the announcement of plans to invest in a new £4.8m grandstand.

The independent racecourse also introduced a series of initiatives designed to provide an excellent race-day experience and improve inclusivity and accessibility for all.

Some pioneering events during the season included the staging of Britain's first deaf-friendly raceday, designed in partnership with the British Deaf Association. British Sign Language (BSL) interpretations of the build-up to races were displayed on a big screen, and staff were provided with extra training to ensure that people with hearing impairments were able to enjoy their day at the races. It is hoped that the initiative will be developed further in 2019.

During the May Day Bank Holiday, residents from three Beverley care homes were invited to the first Bygone Beverley event, when the course stepped back in time to create a 1960s raceday.



06 August 2018

Beverley Racecourse and Contact the Elderly unite to battle loneliness

Beverley Racecourse recently held a raceday tea party to help combat loneliness and isolation among older people in the local community.

The racecourse has partnered with long standing charity Contact the Elderly, which was founded in 1965 and is the only charity solely dedicated to tackling loneliness and social isolation among older people through face-to-face contact.



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@RacingTogether

2018 Season Review - @Beverley_Races look back on record crowds, plans to invest in a new Grandstand and a vast array of innovative community engagement activities. Click here: bit.ly/2Pba3k0



12:09 pm · 2 Oct 2018

Hosting the Community Engagement Masterclass



20 April 2018

Racecourses inspired by Racing Together Masterclass

The Racing Together Masterclass at Warwick racecourse on 17th April was the meeting point for a range of courses keen to learn from each other about the benefits and opportunities of community engagement. The packed programme featured 11 speakers from across racing and also included an inspiring contribution from the Leeds Rhinos Foundation, who were on hand to give a perspective from another sport.

Racing charity Trustee and Chair of the Racing Together Action Group, Morag Gray charted the rapid progress made to unite the sport's support of its communities within a recognisable and representative initiative. She was confident that with the new staff resource and social media platforms of Racing Together that racing's image will become synonymous with a permanent commitment to community engagement.



Racing Together Community Day

A day for everyone in racing to give back to their communities through a national day of volunteering

11 May 2018

Record number of racecourses commit to volunteering on Racing Together Community Day

Racing Together Community Day has inspired the sport to find creative ways to help its communities. Ten courses are already signed up to the 'Big Switch Off' – a simple idea to help both the planet and the bank balance by choosing a good period to switch off the power of dormant machine and facilities. We're sure many other courses will soon come on board.

The BHA has been engaged with various activities, including hosting a Careers & Activity day for pupils from the Evelyn Grace Academy in Brixton. The day was run in partnership with Racing Together, Careers in Racing and youth charity Active Communities Network.



A Guide to Engaging with Political Figures

Engaging with your local MP, MSP, MEP, or other political figures can bring great benefit not just to you, but to the industry and to the MPs themselves. It's a perfect PR opportunity to showcase horseracing to influential political figures right on their doorstep.

The following guide can be used as a template to approach your local political figure, but please feel free to contact any of the names listed at the bottom of the page for further assistance, or if you have any questions.

Organising a Visit

Find Your Local MP - <https://constituencyfinder.digiminster.com>

Find Your Local Council - <https://www.gov.uk/find-local-council>

Communication	Media	Support
<p>Email, write or phone your chosen political figure or their representative and offer them an invitation to come racing</p> <ul style="list-style-type: none"> ○ Charity or community project race days are perfect ways in e.g. a Racing to School day or an activity during Racing Staff Week ○ Know what your community engagement looks like, e.g. what charities are you associated with? How have you supported them? <p>Audit the time your own staff volunteer in the community</p>	<p>Maximise press opportunities</p> <ul style="list-style-type: none"> ○ Be prepared in advance ○ Contact local press and photographers ○ Contact Racing UK, At The Races and local radio stations to see if an interview would be possible ○ Speak to the racecourse media team to arrange an on-course interview 	<p>Once it has been arranged, seek out support</p> <ul style="list-style-type: none"> ○ Adam Harman from Racing Together can supply additional contacts and resources to maximise the impact of the day ○ BHA Corporate Affairs team are ideally placed to advise on political engagement ○ Other racecourse representatives can help as well, such as ARC and Jockey Club



Political Engagement in Action



30 August 2018

Richard Lyle MSP discusses the recent Dementia Friends Event at Hamilton Park

Richard Lyle MSP for Uddingston and Belshill, talks to Community Engagement Manager Adam Harman on the role racing can play in raising awareness on prominent issues in society such as dementia.





Scottish Pilot

Combining the resources and ambition of Scottish Racing



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28 August 2018

Scottish Racing's first Dementia Friends event taking place at Hamilton Park

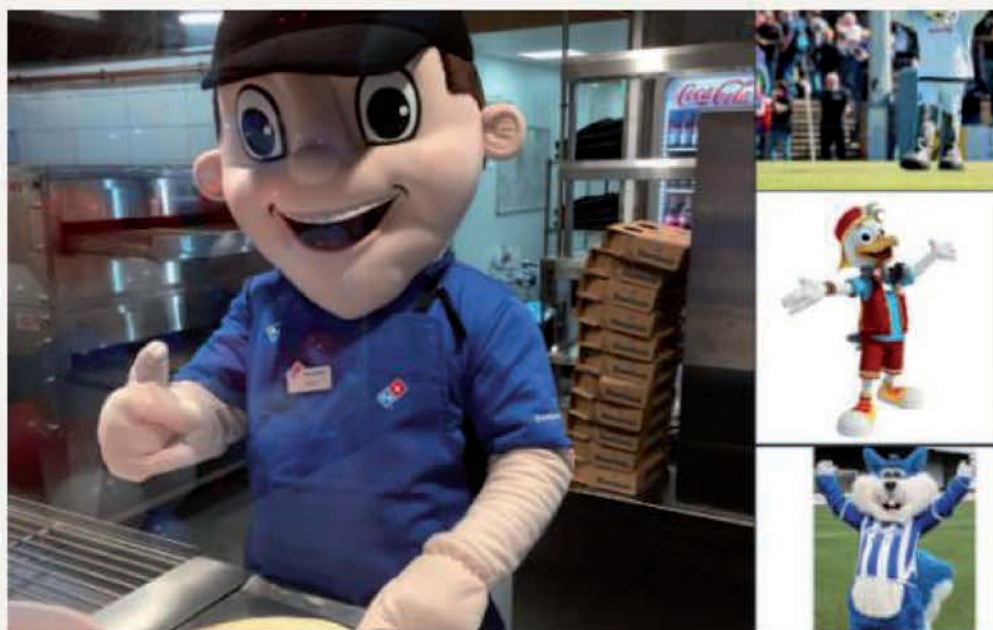
As a follow-on from Scottish racing's support of Dementia Awareness Week alongside the charity Alzheimer Scotland, a first 'Dementia Friends' event will take place at Hamilton Park on Wednesday 22nd August.

Great to see [#alzheimersscotland](#) [@MusselburghRace](#) course today at their family day today. Come and see them [@ScottishRacing](#) [@RacingTogether](#)





Sulekha Varma is Racing Manager and Clerk of the Course at Hamilton Park and is leading from the front in developing the strategy to give back to the local community. Finding the smallest ways to help others can build a big reputation, as Sulekha explains.



16 July 2018

Ayr charity mascot race benefits Ayrshire Cancer Support

On Sunday 8th July, Ayr Racecourse hosted the Argyll Holidays Family Raceday, which featured the popular Ayrshire Cancer Support Charity Mascot Race. Well-known local mascots including Nutz the Squirrel of Kilmarnock Football Club, Pandemonium of Ayr Football Club and Harris McCoo, joined National mascot Danny Domino of Domino's Pizza in a final field of nine runners.



Racing Together

2018 Activity

www.RacingTogether.co.uk

COMMUNITY ENGAGEMENT MASTERCLASS



45 DELEGATES FROM 28 RACECOURSES ATTENDED

RACING TOGETHER COMMUNITY DAY



21 Volunteers from Racecourses engaged including the BHA



THE BIG SWITCH OFF

15 Racecourses committed to The Big Switch Off

RACING TOGETHER PARTNERSHIP



18 stakeholders including Racing Bodies, Racing Charities and Youth Charities



6000 TWITTER PAGE VISITS



3,439

@RacingTogether

WEBSITE USERS



SCOTTISH RACING
AYR HAMILTON PARK KELSO MUSSELBURGH PERTH

Scottish Pilot - driving Scottish Racing's Community Engagement Activity