

# COMMUNITY ENGAGEMENT GATHERS PACE:

Racing's commitment to helping others.



**EDUCATION AND EMPLOYABILITY**

Racing organisations support learning and skill development in communities nationwide. 15,000 young people experience curriculum and career's activity days at racecourses each year.



**FUNDRAISING AND VOLUNTEERING**

Each year in May, racing staff volunteer their time to help out in the local area as part of Racing Together Community Day, racing's national day of volunteering.



**HEALTH AND WELLBEING**

Improving the lives of communities in which the sport operates - charity initiatives designed to promote good health and breakdown barriers to accessing racing.

KEEP UP WITH RACING'S COMMUNITY ENGAGEMENT



# The growth of community engagement in racing.

“It is a privilege to represent a sport that's so steeped in tradition and has played such an important part in enriching the lives of our horses, our people, our communities and our nation... I want to encourage those outside racing to consider our sport afresh and help them recognise the unique contribution it makes to British life.”

- Annamarie Phelps, BHA Chair, 2018 Annual Report.

Sport has the capacity to help others; through contribution to the economy and employment; protection of green space; encouraging communities to enjoy leisure time and activity outdoors, as well as providing venues for non-sporting events.

As Britain's second largest spectator sport and with 59 racecourses nationwide, racing contributes significantly to society, and takes its responsibility as a large sport seriously; it raises millions for charities each year, volunteers and supports local people and areas.

# BRITISH RACING: HELPING OTHERS



1,500 voluntary hours and counting

During racing's national day of volunteering in May, staff from over 60 racing businesses volunteer in their local area. Beneficiaries include food banks, homeless shelters, Riding for the Disabled, Age UK centres, and many more.

Over £2M in community fundraising

From bucket collections, to charity races, to full blown charity racedays each year. York Racecourse support Macmillan for a raceday each year which raises over £500,000; while Goodwood's Magnolia Cup has raised over £1.5 million for good causes since its inception.



700+ charities

Racing supports local and national charities, whether for its people and horses, or tackling issues affecting wider society, such as mental and physical illness, loneliness and many others. The sport is creating innovative partnerships to achieve this.

The new normal

What's good for the community is good for racing. 64% of racecourses have community programmes in place, from collaborations with Alzheimers charities, to year-round education programmes and helping military veterans.



Find out more [www.racingsociety.co.uk](http://www.racingsociety.co.uk)

[/racingsociety](https://twitter.com/racingsociety)  
[/racingsociety](https://www.instagram.com/racingsociety)

Here are just some examples of how British racing has had a positive impact on our society:

OVER £2M funds raised per year, donated to over 700 charities

volunteered for local good causes | 1,500+ HOURS

64% OF RACECOURSES have a community programme in place



Newmarket racing businesses rolled up their sleeves to tidy up the local area for Racing Together Community Day in May. Pictured: staff from Jockey Club Estates, James Fanshawe Racing and the British Racing School

## ONE PAGE COMMUNITY ENGAGEMENT PLAN

1. We aim to **donate and fundraise** £ #... for good causes
2. Team members are encouraged to **volunteer**, for #..... hours
3. #..... young people experience an **education/ employment skills day at the racecourse each year**
4. Name:..... is responsible for leading our **community engagement and CSR programme**
5. We maintain and develop one or more **community partnerships**
6. We invite our **local MP** to experience and participate in events
7. We join **Racing Together Community Day** each year
8. We use Racing Together platforms to showcase **events, stories and our impact**
9. We contribute to the Racing Together **community engagement audit** annually via the RCA
10. In the unfortunate event of abandoning, we donate waste such as **flowers and excess food to local causes** where possible

### Get in Touch

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# Racing Together

[racingtogether.co.uk](http://racingtogether.co.uk)

## COMMUNITY ENGAGEMENT GATHERS PACE:

Racing's commitment to helping others.

EDUCATION AND EMPLOYABILITY



FUNDRAISING AND VOLUNTEERING



HEALTH AND WELLBEING



How British racing has a positive impact on our society



**OVER £2M**

funds raised per year, donated to over 700 charities

volunteered for local good causes

**1,500+ HOURS**



**64%**

OF RACECOURSES have a community programme in place

Keep up with racing's community engagement



Racecourse CCTV Screen (sent to Racetech): can be [downloaded here](#)

<b>COMMUNITY ENGAGEMENT GATHERS PACE:</b> racingtogether.co.uk	 <b>BRITISH RACING</b> has a positive impact on our society	 <b>OVER £2M</b> funds raised per year, donated to over 700 charities	 <b>Racing Together</b> Keep up-to date  
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Racecard Adverts (sent to Weatherbys): can be [downloaded here](#)

Size = one unit Weatherbys-produced 'O-size' racecards - 18mm (high) x 106mm (wide).

If you have feedback or would like to request an alternative spec please email [lucy@racingtoschool.co.uk](mailto:lucy@racingtoschool.co.uk)