

# 2020 BRITISH HORSERACING INDUSTRY SURVEY:

Community Engagement  
and Education

**FINAL REPORT**



Racing  
Together



Godolphin

In partnership with:

THE  
**RACING**  
FOUNDATION

# The growth of community engagement in racing.

In the summer of 2020, Racing Together, The Racing Foundation and Godolphin came together to conduct a survey of the industry to better understand horseracing's involvement with, and the benefit it brings, to communities and to be able to showcase racing's positive impact.

The survey launched on 4th August 2020 and was open for just over 6 weeks. In that period 127 organisations completed the survey, with 66 of them providing specific details on the community engagement and education work that they are currently delivering.

This report provides detail on the social impact that these community engagement and education initiatives are having, the wider organisational benefits of this area of work, and the quality of impact data within the industry.



## 1. Who completed the survey?

|  |    |
|--|----|
| Racecourse   | 51 |
| Racing Charity   | 15 |
| Service Provider (Veterinary / Business Services etc.) | 11 |
| Racing Body  | 10 |
| Funder   | 7  |
| Jockey, trainer, breeder or owner                      | 7  |
| Stud Farm  | 6  |
| Social Enterprise                                      | 4  |
| Rehoming Centre  | 4  |
| Betting Company  | 4  |
| Educator   | 3  |
| Stables/ Racing Yard                                   | 3  |
| Non-Racing Charity                                     | 1  |
| Other  | 1  |

12 of the 127 organisations answered 'No' to 'Do you undertake community engagement and education activity?' and 15 organisations left this question blank. Therefore 76% of organisations who responded to the survey (97) said they were delivering community engagement and education.

Together, these 97 organisations have delivered around 2,400 community engagement and education activities since the start of 2019. These include charity racedays, fundraising or volunteering, education programmes, health and wellbeing or diversity and inclusion initiatives.

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## 2. Resource

Within these 97 organisations, there are 650 personnel (inc. volunteers) responsible for community engagement and education activity. The type of staff is as follows:

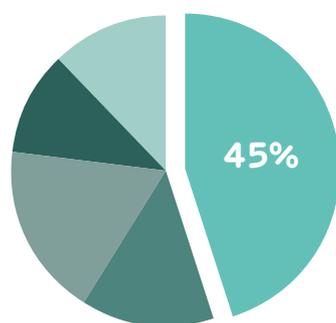
|  |     |
|--|-----|
| Full-time community engagement role                    | 50  |
| Full-time, partially dedicated to community engagement | 238 |
| Part-time community engagement role                    | 136 |
| Casual staff   | 24  |
| Volunteers   | 202 |

## 3. Volume of community engagement & education activity

66 different organisations provided further details on 152 community engagement and education initiatives (which included programmes/ projects and one-off events.)

Organisations were able to tell us about a maximum of 5 of their initiatives via the survey.

**The majority (45%) are delivering 1 community engagement and education initiative.**



**8 organisations provided details on 5 initiatives; they are:**

- Aintree Racecourse
- Jockey Club Estates Ltd.
- Kelso Racecourse
- Racing Together
- Scottish Racing Academy
- The Newmarket Festival
- The Racing Centre
- Warwick Racecourse

## Societal impact

The UK Government's sport strategy, *Sporting Future (2015)* places a focus on the social good that sport and physical activity can deliver and concentrates on five key outcomes. They are:

- **Physical wellbeing**
- **Mental wellbeing**
- **Individual development**
- **Social and community development**
- **Economic development**

Scottish Government also acknowledges how sport and physical activity contributes to personal, community and national wellbeing. The Active Scotland Outcomes Framework has six outcomes, most of which are largely similar to DCMS outcomes listed above, but it also identifies 'People and Places', and 'Sporting Opportunities' as important areas where sport can impact society.

Based on these national strategic outcomes, we asked organisations to tell us the impact they hoped to have with their initiatives.

**97** initiatives have been set up to help individuals improve their mental wellbeing

**89** initiatives are designed to help individuals to improve their own social and emotional capabilities (such as self-efficacy, motivation and resilience)

**88** initiatives are to make individuals more likely to trust others in their local area and have a greater sense of belonging within their community

**83** initiatives have been created to enable the broadest range possible of people to participate, progress and achieve in horseracing.



**Other outcomes include:**

- Improving perception of horseracing and retired racehorse aftercare
- Educating young children from local schools in basic maths, English and science
- Raising awareness of the signs and risks of breast cancer

On average, each initiative is focussed on 3 of the 7 outcomes listed. 20 initiatives are tightly targeted, solely focused on one outcome area. 28 initiatives are more broad, focusing on more than 5 of the national strategic outcomes mentioned above.

# Reach

• Since the start of 2019, collectively over **67,000 people have taken part, or will take part in initiatives delivered by the organisations who responded to this survey.**

• Initiatives range in size - The largest is Racing to School's Education Programme with 12,400 participants; in comparison to 21 initiatives who engage with 10 or less participants including Ebony Horse Club's Pony Racing Programme and Chasemore Farm's Wellbeing Advocate Group.

### Audiences include:

- Young people (in particular those facing barriers such as illness, disability or living in areas of deprivation – or pockets of deprivation in more prosperous areas),
- Older people (particularly those living in care, who are isolated or lonely)
- Employees
- Members of the local community
- Ethnic minority groups
- Individuals who identify as LGBTQ+

### Intended impact

The four areas where horseracing is hoping to have the most impact are: **improving mental wellbeing; improving personal capabilities; increasing social trust and a sense of belonging; and improving diversity and inclusion.**



## 1. Improving mental wellbeing

Initiatives mentioned in the survey which aim to address mental wellbeing (often alongside other desired outcomes) are reaching 43,000 people.

### Examples of initiatives

**The National Horseracing Museum** - The museum works with local Dementia awareness groups, providing an essential lifeline for the lonely, and a support for mental health and wellbeing programmes.

**#GoRacingGreen** - Founder Debbie Matthews worked in partnership with Nottingham Racecourse to host an Inclusive Raceday. The event allowed people from local care and supported living facilities to attend a race day at their local course for the first time. The aim was to improve quality of life for the residents of the facilities by visiting somewhere new, creating sensory experiences and stimulating memories for Dementia patients.

**Racing Welfare** - The charity supporting racing's workforce hosts retired racing staff activities, as well as a dedicated Facebook group called 'Racing Conversation' for people to share photos, memories & catch up with friends across the racing industry as well as enjoy some Live Q&As with racing personalities, in a bid to tackle loneliness and social isolation.

## 2. Improving personal capabilities

Almost 40,000 people are participating in initiatives mentioned in the survey that aim to improve personal skills and capabilities such as self-efficacy, motivation and resilience.

### Examples of initiatives:

**HEROS** - The charity's under-16 education provision as an alternative to school is designed to help young people in the local community who are struggling with mainstream education.

**Aintree Racecourse and Park Palace Ponies** - The partnership is aimed at young people in the community. The charity provides taster riding sessions for children in a deprived area with various backgrounds of the city of Liverpool, Toxteth. Aintree work with them to amplify their work and provide unique opportunities for the children.

**The Urban Equestrian Academy** - Azeezahs Junior Pony Club's focus is on 6-12 year olds from inner-city communities, who learn riding, yard management, youngstock management and theory through a holistic and structured approach.



## 3. Increasing social trust and sense of belonging

36,500 people are engaged in initiatives mentioned in the survey that are working to improve community trust and cohesion.

### Examples of initiatives:

**The Beverley Race Company Ltd** - The racecourse welcomed Syrian refugees as part of an award-winning cycle project, designed to support people new to the area, provide training and make them feel welcome.

**Kelso Racecourse** - The team hosted a Reminiscence Afternoon, where members of the local community were invited to the racecourse for afternoon tea and a chance to watch the first day of the Aintree Grand National meeting. The aim was to enable local racing enthusiasts to socialise and learn more about the great work being undertaken by Racing Welfare and Racing Together.

**Chester Racecourse** - The racecourse created their own education programme in conjunction with Bishop Heber High School and Racing to School to support learning and employability skills development in local young people. The team works with charity partner Share through a number of initiatives throughout the year to support, raise money and awareness for the charity. These activities were created to support local groups and engage with a wider network of individuals, creating a positive impact within the local community.

## 4. Improving Diversity and inclusion

Almost 40,000 people are participating in initiatives mentioned in the survey that aim to improve personal skills and capabilities such as self-efficacy, motivation and resilience.

### Examples of initiatives:

#### Diversity in Racing Steering Group -

The group's LGBT+ Awareness and Inclusion E-Learning project aims to influence social change and promote a diverse and fully inclusive industry, ensuring that racing provides a supportive environment for everyone, and specifically those who identify as LGBT+.

#### Cheltenham Racecourse -

Through their Junior Jumpers programme, the racecourse has sponsored young rider Aamilah Aswat from St James' City Farm to enable her to compete in pony races.

#### The Ebony Horse Club's Pony Racing Programme -

The focus of this programme is to support four young riders between the ages of 14 and 16 through a preparation programme to compete in a pony race.



## Wider organisational benefits

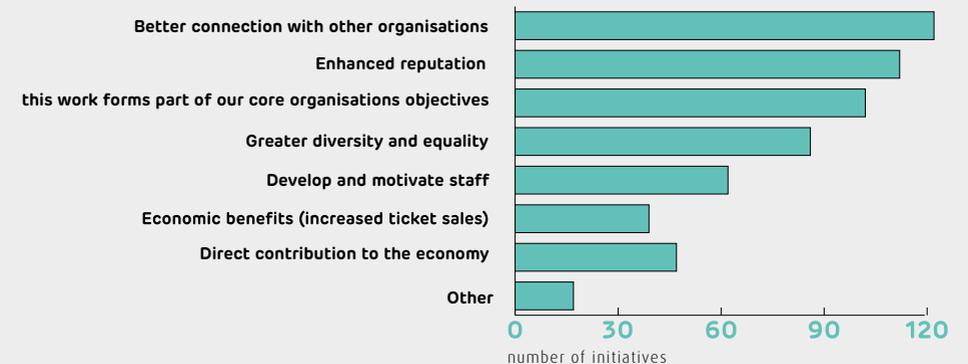
We asked survey respondents to identify the wider organisational benefits of delivering community engagement and education activity.

Only 26% of initiatives mentioned "economic benefits" as a benefit for community engagement and education activity. The main driver is better connection and partnership working - 80% of initiatives mentioned help to bring in better connections and partnerships.

This emphasises the fact that most activity is driven by the desire to do good and make a contribution.

Although it didn't attract the highest volume of responses, some interesting examples were given of the activities contributing to the development and motivation of staff within the organisation providing the activities.

### What benefit does your activity bring to your organisation, or do you hope it will bring in future?



# Quality of impact data within the industry

British Racing has expressed a future aspiration to be able to assess the social impact of the community engagement and education work within the industry. As part of this survey, we were able to generate a better picture of the amount and quality of data currently being collected about initiatives.

|   | Yes - We have good data on this | Some - We have some data on this | No - We don't record this | No - We will record this in the future |
|---|---------------------------------|----------------------------------|---------------------------|--|
| Do you collect data on the <b>characteristics of your participants?</b> (such as age, gender, ethnicity, home postcode)   | 32%                             | 27%                              | 37%                       | 4%                                     |
| Do you collect data on the <b>level of engagement</b> participants have with your activity? (such as how often do people come, for how long, and over what period of time)        | 34%                             | 31%                              | 31%                       | 3%                                     |
| Do you collect <b>feedback</b> on your activity? (Such as if they enjoy it or find it useful, and which aspects they like the most and least)                                     | 40%                             | 34%                              | 24%                       | 3%                                     |
| Do you record the <b>short-term changes, benefits or assets</b> (outcomes) people have got from the activity? (e.g. changes in their knowledge, attitudes, skills and behaviours) | 26%                             | 29%                              | 43%                       | 3%                                     |
| Do you know the long-term difference that has resulted from the activity? (e.g. the sustained effect of your work on beneficiaries, families and/or communities)                  | 18%                             | 29%                              | 40%                       | 15%                                    |

The data most commonly collected currently is around feedback. This is useful in understanding whether initiatives are meeting the needs of participants, and in finding out how to improve.

There is only a small amount of long-term impact measurement happening currently, with only 18% of initiatives measuring the long-term difference their activity is having. There is a small level of intention (15%) to record this in the future.

Although 59% of initiatives are collecting data on the characteristics of their participants, 41% of those who responded don't record details about

the type of people attending their activities. Better measurement of this will help organisations to know if they are reaching their intended audiences and help them to better understand the people they are engaging.

Encouragingly, over half of initiatives do capture data on the short-term changes resulting from their activity. Being able to talk meaningfully about the outcomes of their initiatives will help the industry to understand 'what works' in community engagement and education within horseracing, and to showcase and learn from best practice.

# DISCOVER BRITISH RACING'S COMMUNITY ENGAGEMENT AND EDUCATION ACTIVITY

**97 ORGANISATIONS**

**HAVE DELIVERED AROUND 2,400 COMMUNITY ENGAGEMENT & EDUCATION ACTIVITIES SINCE THE START OF 2019**

**650 PERSONNEL** 

**ARE RESPONSIBLE FOR COMMUNITY AND EDUCATION ACTIVITY**

 **SINCE THE START OF 2019** | **67,000 PEOPLE** **HAVE TAKEN PART, OR WILL TAKE PART IN INITIATIVES**

## AIMS:

**97 INITIATIVES** | **AIM TO HELP INDIVIDUALS IMPROVE MENTAL WELLBEING**

**89 INITIATIVES** | **AIM TO DEVELOP PEOPLES' SKILLS**

**83 INITIATIVES** | **AIM TO ENABLE THE BROADEST RANGE OF PEOPLE TO PARTICIPATE, PROGRESS AND ACHIEVE IN HORSERACING**



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### Acknowledgements

We would like to thank the 127 organisations from within the industry who took the time to complete the survey, enabling us to generate a clearer picture of volume and type of community engagement and education activity happening across Britain.

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