



Racing
Together

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? Audit the time your own staff volunteer in the community	<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">○ Lucy Saunders 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

During the Visit

Communication	Media	Hospitality
<p>Email, write or phone your chosen political figure and offer them to come racing</p> <ul style="list-style-type: none"> ○ Select key personnel you would like the figure to meet and make sure these happen ○ Facilitate the meeting of charity and/or community project figures ○ Ensure there is sufficient time for a good discussion ○ Try to forge a long-term relationship with the guest and their representative 	<p>Maximise press opportunities</p> <ul style="list-style-type: none"> ○ Reap the benefits of forward planning with media interviews and photo opportunities ○ Use your social media channels, and encourage their own use of social media, to exhibit the day to a wider audience (e.g. tag them in posts) ○ A good example was Conor McGinn MP's visit to Haydock for a Racing to School event <ul style="list-style-type: none"> > On TV (Racing UK) > In Local Press 	<p>Make sure the MP gets the most out of their day!</p> <ul style="list-style-type: none"> ○ Showcase as much of your racecourse, and of racing, as you can ○ Consider getting your guest to take part in judging a best turned-out award or to present a prize to a winning owner

After the Visit

Communication	Media
<p>Maintain contact and dialogue</p> <ul style="list-style-type: none"> ○ A follow up thank you letter is essential, particularly if the day went well and a relationship was formed ○ Attempt to keep that relationship going with updates on your activities, especially community days ○ Look for appropriate future events and invite them and their families ○ Really successful meetings could see them bring more figures into the sport/more connections 	<p>Maximise media potential</p> <ul style="list-style-type: none"> ○ Review the day via a positive press release and/or via social media channels ○ Ghost-write a blog about the visit and send to MP's office to ask permission to use (can then be sent to Racing Together, another platform for exposure for both the MP and you)

Contact Details

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