

COMMUNITY ENGAGEMENT GATHERS PACE:

Racing's commitment
to helping others.

“ Horseracing can make a significant contribution, not just to our sporting life but also to our broader communities.”

Jeremy Wright when Culture Secretary



Racing
Together

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.

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



About Racing Together.

Racing Together is British horseracing's community engagement. The initiative led by the community-facing charity Racing to School supports and represents sport-wide programmes and individual activity to help others, coordinating racing's annual national day of volunteering in local communities: **Racing Together Community Day**. Our quarterly Action Group brings together over 20 partners representing organisations and charities working across the sport to help others.

- **Helping the Sport**
- **Political engagement**
- **Best-practice sharing and a communications hub**
- **Hosting inspiring and relevant masterclasses for racecourses**
- **Developing and supporting industry-wide partnerships and pilot initiatives**
- **Supporting individual initiatives and coordinating Racing Together Community Day**



Racing Together is led by Racing to School, the charity which provides over 15,000 young people with free curriculum-based education and careers days at British racecourses, trainers' yards and studs each year.



The prestigious Racecourse Association (RCA) Showcase & Awards event recognises the best ideas and campaigns at racecourses each year. Their Racing Together Community Award recognises the best community and charity-focussed activity, and has been a very popular category.

Pictured: Uttoxeter Racecourse scooped the award in 2018 for their prostate cancer screening programme which provided life-changing advice to 75 men

How racing gets involved...

Volunteering and Local Community

Racing Together Community Day is the sport's national day of volunteering in May each year. However racing teams volunteer year-round for a range of local causes. Careers in Racing's **Volunteer Career Makers** programme provides opportunities for individuals to volunteer their time to talk to young people at careers fairs and school events nationwide. The British Champions Series invite volunteers to become Racemakers to share their passion for racing with racegoers at their series of fixtures during the summer. Ascot Racecourse, Weatherbys and The Jockey Club's 15 racecourses all provide an allowance for their staff to volunteer during their working hours for causes close to their hearts.



Newmarket Gallops @Newma... · 22m
Big thank you to all who joined @NewmarketGallop team yesterday picking litter for @RacingTogether. We had great support from @james_fanshawe, @Suff_highways, @LoveNewmarket & @BRSNewmarket. Here they are before, during & after! #RTCommunityDay #GoodWork



How racing supports... Health and Wellbeing

Ascot Racecourse has introduced **Sunflower Lanyards** as a way for people living with invisible illnesses to self-identify their needs on racedays, with staff trained to understand and support them. Ascot consulted with Heathrow and Gatwick airports who have recently implemented sunflower lanyards, along with Sainsbury's.

Goodwood Racecourse launched "**Friends of Goodwood**", to tackle loneliness in their local area. Friends of Goodwood aims to connect like-minded individuals who might otherwise face barriers with attending racing due to being alone. Buses operated by Age UK run a door-to-door collection service in the local area to bring racing enthusiasts to the course where they are given a talk and hosted by former Clerk of the Course, Seamus Buckley.

Scottish Racing and the Racecourse Association have piloted a **Walking Football initiative**, designed to promote low-impact physical activity and provide health and wellbeing advice to visitors to Scottish racecourses.

The **Aintree Community Programme** aims through the power of horseracing and the Grand National to inspire children and adults alike to the best they can be, using an on-course **Peter O'Sullevan Community Hub** as the focal point to host loneliness prevention and reminiscence programmes, for example. Aintree partners with Everton in the Community, the Royal Marines, and local community centres, schools and riding centres.

Mental Health

Racing Welfare provide subsidised **Mental Health First Aid training** for anyone involved in racing to improve awareness and understanding, while removing stigma in the industry.

First Nottingham, and soon after Newbury and Chester racecourses have supported **#GoRacingGreen**, an initiative set up by racing fan Debbie Matthews to raise awareness of the barriers faced by those with hidden disabilities on a visit to the racecourse. Debbie has since provided training and advice to these racecourses using her skills as a tourism officer and lived experience as someone with anxiety.

Pictured: Debbie Matthews at Newbury Racecourse.



Racing invests in...

Young people and education



Aintree's **'Challenge Merseyside'** event gave 76 young people from seven local schools a day full of inspiring talks and physical activities. The event was a collaboration between Merseyside Police, Royal Marine Reserves, Be Military Fit, Sale Sharks and Liverpool FC, designed to raise aspirations and broaden horizons.

Racing to School is partnering with the Young Gamers and Gamblers Trust (YGM) to raise awareness of responsible gaming and gambling among young people.

Andrea O'Keeffe won the **Rory MacDonald Community Award** at the Godolphin Stud and Stable Staff Awards. Alongside husband and trainer Jedd O'Keeffe, Andrea's enthusiasm for education and young people means that she works with schools, colleges and racing schools nationwide.



Chester Racecourse have their own education programme in conjunction with Racing to School, working with their local schools to teach young people about their local area and its history. They provide learning outside the classroom, followed by career advice and employability skills training at a later stage.

Racing to School runs two Beacon Programmes, engaging **Aintree and Newmarket** racecourses with enriched education programmes aimed at inspiring young people's future careers paths and bringing them into contact with many facets of the sport.

The Under 18s Race Free campaign, run by Great British Racing, highlighted the great value and welcome given to families by the sport. They also invited young racegoers to 'Take over Racing' at their local racecourse, experiencing some of the key jobs on a raceday. Careers in Racing also hosted **Explore Racing days** to provide a window into opportunities provided by the sport. Ascot's schools art competition (pictured) gives students from 15 local schools an opportunity to shine.



How racing encourages... Diversity and inclusion



Khadijah Mellah made history winning the 2019 Magnolia Cup at Glorious Goodwood. Originally from the Ebony Horse Club in South London, Khadijah was supported by the grant body, Racing Foundation, Great British Racing and Goodwood Racecourse to prepare for the charity race. She went on to become the first female jockey to wear a hijab and also won the race on Haverland, trained by Charlie Fellowes.

The racing industry supported Pride month for the first time in 2019 with the #RacingwithPride campaign.

The campaign encourages the industry to show its commitment to ensuring everyone can achieve their potential and all fans from all communities feel welcome in racing.

RACING
FOR
EVERYONE



Youth engagement project, Take The Reins completed its pilot in 2019, funded by the Racing Foundation.

The programme uses the power of racing to inspire young people from all backgrounds, particularly those from inner city and deprived areas, providing opportunities to explore career pathways in the sport.

How racing is a platform for... Fundraising

Trainer Richard Hannon hosted an open morning, sponsored by Unibet, supporting Greatwood and Wiltshire Air Ambulance charities.



Racing Welfare's **Malton, Middleham and Epsom Open Days** raise money for the services they provide in support of the wellbeing of racing staff. They are also an opportunity to invite fans to go behind the scenes in racing yards and see facilities. **Lambourn and the Henry Cecil Open Days** support important racing charities while welcoming fans into the famous racing centres.



Beverley Racecourse
@Beverley_Races

We believe this is a UK first...presenting our Great Big Charity Racenight, our 2019 @RacingTogether Community Day project tinyurl.com/y4yj2h6x



York's **Macmillan Charity Raceday** raises over £500,000 each year for the cancer charity, their biggest fundraising event of the year. Their 'Ride of their Lives' charity race encourages riders to raise funds, while auctions, charity lunches and a wide range of activity before and during the raceday support this important cause.



Did you know that every British racecourse offers tickets to military personnel through **Tickets for Troops**? Over 90,000 tickets have been claimed since the scheme started, making racing the third most popular sport for Tickets for Troops members.



A charitable sport

Day in and day out racing supports charities large and small, offering them a unique platform and a warm welcome. Auctions, mascot races and friendly bucket shakers are part of the sport's DNA.

Just some of our industry charities:

Greatwood gives a purpose to retired racehorses to help disadvantaged children and young adults with Special Educational needs.

Racing Welfare supports racing's current and retired workforce, through mental and physical wellbeing support, professional advice, housing services and its 24/7 Support Line.

Palace House, based in Newmarket, gives visitors a chance to explore the National Horseracing Museum, meet retired racehorses, view a stunning collection of British Sporting Art and much more.

The Racing Centre, also located in Newmarket, is a dedicated local hub for fitness programmes and a venue hire for functions and events. Community activities include digital skills and language training courses.

Retraining of Racehorses is British Horseracing's official charity for the welfare of horses who have retired from racing, also showcasing the versatility of the Thoroughbred for other equestrian disciplines.

Jockey wellbeing, fitness and injury rehabilitation is supported by the **Injured Jockeys Fund**, who have helped over 1,000 jockeys and their families and has paid out more than £18m in charitable assistance.

The Jockeys Education and Training Scheme (JETS) helps jockeys throughout their riding careers and beyond, providing a range of support to aid career development.



Case study:

Racing Together Community Day

British racing's national day of volunteering in local communities grows each year. Over 60 racing businesses gave their time to volunteer for a local cause close to their hearts, which equated to over 250 racing volunteers and a total of 1,500 hours volunteered in 2019.

“ It was an amazing chance to see what the wonderful people at Riding for the Disabled do, and to see how their hard work impacts on the lives of the riders and their families. We feel very lucky to have been able to participate in this day and have now signed up to volunteer with them in the future”.

- Naomi Wood, Hospitality Coordinator

at Cheltenham Racecourse



Case study:

Scottish Racing partner with William Hill in support of Alzheimer Scotland

With over 90,000 people in Scotland living with dementia, Scottish Racing have joined forces with William Hill to support the vital work of Alzheimer Scotland.

As part of a year-long initiative, every racecourse in Scotland, and 1,600 members of William Hill staff

were trained as 'dementia friends'. In addition to staff training, Scottish Racing and William Hill have used their reach and influence to raise awareness of Alzheimer's disease and the work of Alzheimer Scotland to their customers, while raising funds to support the charity.



Case study:



2018 CHARITABLE ACTIVITY



OVER

£1.5m

HAS BEEN RAISED FOR THE PRINCE'S COUNTRYSIDE FUND SINCE 2014



ASCOT CONCESSIONAIRES HAVE
HELPED TO RAISE

£100,000

THROUGH RETAIL SALES ON COURSE

PARTNERED WITH THE BERKSHIRE
COMMUNITY FOUNDATION PROVIDING

£30,000

OF GRANT FUNDING,
HELPING OVER 4,000 BENEFICIARIES



OVER

£20,000

RAISED FOR THE INJURED
JOCKEYS' FUND VIA ASCOTS
AMBASSADORS PROGRAMME

£240,000

RAISED VIA THE PROPERTY RACEDAY
FOR CHILDREN'S CHARITIES

OVER £40,000



RAISED VIA ONSITE CHARITY
BUCKET COLLECTIONS



£45,000

RAISED FOR ASCOT ROUND
TABLE AT THE FIREWORKS
SPECTACULAR RACEDAY

ONSITE MILITARY BUCKET COLLECTIONS
HAVE RAISED OVER

£29,000

WITH OVER 2,500 TICKETS
PROVIDED VIA TICKETS FOR TROOPS



OVER 650

RACEDAY TICKETS
DONATED TO LOCAL
SCHOOLS & CHARITIES

ALL LOCAL EMERGENCY SERVICES
PROVIDED WITH 2-FOR-1 RACEDAY TICKETS

SUPPORTERS OF:

THAMES HOSPICE | SEBASTIAN'S ACTION
TRUST | THE WAR HORSE MEMORIAL | THE
NOT FORGOTTEN ASSOCIATION | WORLD
HORSE WELFARE | GET BERKSHIRE ACTIVE
ROA AWARDS



£40,000

DONATED TO LOCAL CHARITIES
& COMMUNITY INITIATIVES

£20,000

HOSPITALITY DONATIONS FOR
CHARITY AUCTIONS



THE PRINCE'S
COUNTRYSIDE
FUND RACEDAY



**Racing Together is a partnership working across
and beyond the sport to help others:**



“We simply would not have had the resources to paint the living area at our centre and the work done by the team of racing staff volunteers will brighten and freshen up the space where so many activities for our residents take place. The benefits for both staff and the elderly who live in the area will be tenfold.”

Age UK Camden Centre Manager Brian O'Connell





“Racing is like a jigsaw. We need many parts to fit together to complete the picture. When we do that, we see a strong, vibrant, caring community which delivers economic and social benefit and creates a stronger society.”

Atholl Duncan when BHA Chair





Racing
Together

Be part of racing's community engagement

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