



Racing
Together



A guide to hosting a local community group during National Racehorse Week

How to maximise the impact of your visits

This guide, written by [Racing Together](#), is intended as a starting point for organising your own community and charity group visits as part of National Racehorse Week. Guidance applies to welcoming people/groups to your racing yard, stud, aftercare centre, etc.

Community engagement is an important part of National Racehorse Week and racing has the opportunity to connect with a wide variety of people and groups that are new to racing, to celebrate our wonderful horses. Not only this, but a behind-the-scenes visit could change someone's life for the better. Last year we worked with a wide range of community groups and charities to deliver some amazing experiences, and this year we're looking to expand these visits with your help.



Jockey Dan Muscutt at James Fanshawe's Pegasus Stables with a Box4Kids Beneficiary.

1. Pick a date and time that suits you and your yard's routine

- Visit duration: we recommend 1-2 hours
- One person to welcome/ lead/ host (if others are available it adds to the experience)
- Visitors love to meet horses face-to-face, watch them in their daily routine and meet and ask questions of the people who care for them. Other interesting behind-the-scenes roles can include tractor drivers, vets, physios, farriers, stable staff and much more.



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Watch our TikTok video from last year's visit for emergency services workers [here](#) to Paul Nicholls OBE Ditcheat stable

Connect with a local community group

- Decide whether you'd prefer to take a horse out into the community. Perhaps to a local school, care home etc. Trainer Jo Foster has kindly offered to support and advise anyone wishing to do this – Jo can be contacted via email at jofosterracing@gmail.com.
- Consider if there is a cause or type of group you wish to support – perhaps your team already has connections to local community groups.
- Do you want to inspire the next generation, or perhaps connect with a group who may not usually go racing, or create memories or reminiscence for an elderly group?
- Previous examples include emergency workers, seriously ill children, charity groups, Riding for the Disabled, scouts, brownies and other local links, such as a local military base or in support of retired troops. There are nationwide charities with localised groups, such as Riding for the Disabled – you can find your local group [here](#).
- Reach out to Racing Together to discuss ideas and top get help with connecting to those you wish to help – we have links with a number of large and local charity and community organisations: lucy@racingtogether.co.uk



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2. Reach out

- Make contact through Racing Together, or your target group's website, social media, email etc. with an invite – or just call for a conversation.
- You may need to have a back-up group in mind, in case plan A doesn't work out for any reason.
- Create a simple invitation: what to expect, timings and date, introduce National Racehorse Week. Get in touch with Racing Together for help with something similar to the invitation on the right.



Visit Emma Lavelle Racing
during National Racehorse Week!

To celebrate National Racehorse Week 2022, Box4Kids have secured an exclusive behind the scenes tour of Cheltenham Festival winning trainer Emma Lavelle Racing in Marlborough, Wiltshire.

Emma is one of the UK's top jump racing trainers. Emma will show what life is like on a busy racing yard with the many racehorses who live there, including the famous jumper Paisley Park. Kids will have the chance to see the racehorses training, get involved with activities, meet the racehorses up close and more!

Date: Saturday 10th September Time: 12.00pm (lunch will be provided)

nationalracehorseweek.uk

3. Refine your plan and do a simple risk assessment

- Be clear in what you're offering and its limits
- Do you need to check with your insurance? Groups often have their own insurance and risk assessments in place for events and visits like this and you can communicate this beforehand.
- Are there accessibility needs to take into account?
- Can you add a fundraising element to your event, if appropriate?



Trainer Jo Foster took Sigurd out into the community; to schools, care homes and more.



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4. Sharing your plans

- Let the team at National Racehorse Week and Racing Together know your plans:
 - slyons@greatbritishracing.com
 - lucy@racingtogether.co.uk
- **Social media:** can you support the community group by sharing their story on your social media/ newsletter etc?
- **Photo and video:** provided you have permission, capture as much as you can to celebrate and to share with Racing Together and for your own use.
- **Political engagement:** some stable yards invite local politicians, mayors and other local authority figures to experience their visit or keep them updated on their charity and community activity.
- **Journalists:** if appropriate and with the approval of the charity/ community group you are working with, a local journalist may wish to cover your National Racehorse Week activity.

Last year's Community visits – video highlights:

This video gives an overview of some of last year's school and community engagement during National Racehorse Week. With your help, we can do much more to inspire and engage people who may not otherwise have the opportunity to experience a behind-the-scenes day with racehorses and the people who care for them.





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About Racing Together:

Racing Together is British racing's community engagement activity and is an open partnership of charities and organisations that work across the sport to benefit others. The initiative is led by the education charity Racing to School and guided by a subcommittee.

Racing Together coordinates, supports, represents and measures British racing's community engagement and CSR activity. Its vision is for British racing to be known as a 'force for good' by helping the communities in which the sport operates. It achieves this by providing practical support and resources; facilitating ideas, collaboration and progress; working on specific nationwide initiatives; hosting inspiring masterclasses and coordinating Racing Together Community Day, while promoting and sharing best examples of community engagement on an ongoing basis. Racing Together is grateful to the HBLB for its annual funding award.

www.racingtogether.co.uk