



RACING TOGETHER NEWSLETTER

2023

How racing supports
its communities



Racing
Together

Welcome

to Racing Together's Autumn 2023 newsletter!

Here you can read about racing's latest community engagement and education activity. We've been working on our core programmes and back in February we were delighted to welcome 125 guests to Ascot racecourse for the first Racing Together Industry Day.

We would like to thank the Horserace Betting Levy Board (HBLB), the Racing Foundation and the stakeholders and partners that comprise Racing Together for ensuring growth in activity again this year, in turn helping the sport connect and provide a positive impact to its communities.

Racing to School's education work continues apace; the charity is now 22 years old and aims to reach over 16,000 young people this year through active learning and careers programmes.

This newsletter provides just a snapshot of racing's community initiatives and events, so please visit our website and join the email newsletter to stay in touch.

Keep up with all the latest news by following us on social media.

Are you following us?

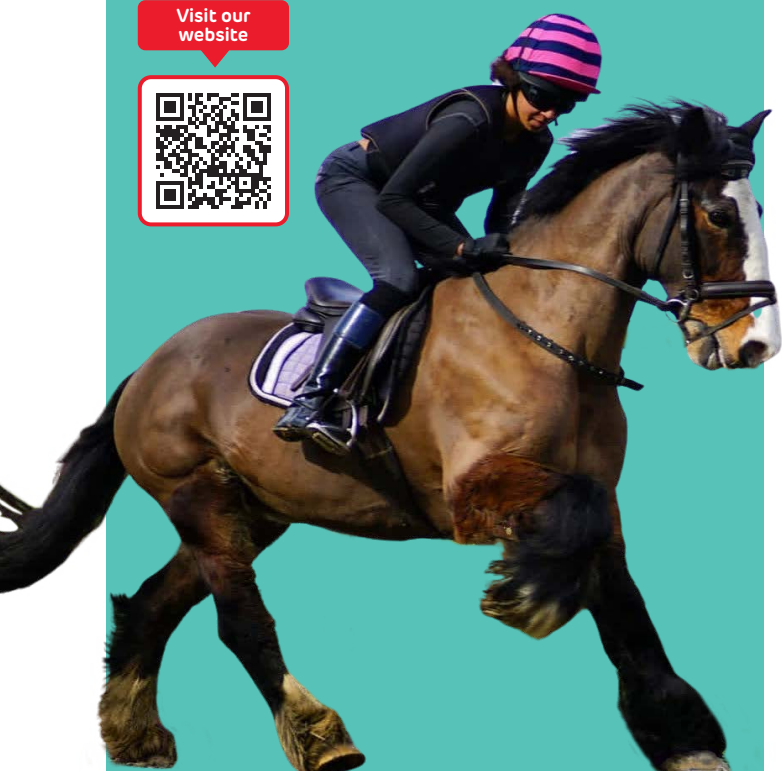


Share your updates:

Lucy Gurney
lucy@racingtogether.co.uk

Sign up to our newsletter and receive monthly updates.

Visit our website



Highlights

Partnerships and accessibility

The Racecourse Association (RCA) joined the Football Association (FA) in backing landmark guidance developed by the Alzheimer's Society for all stadiums and sports grounds pledging to become dementia friendly.



No Pony, No Problem!

Not many jockeys can say they have ridden into the winners' enclosure at Ascot Racecourse, especially if the jockeys in question are 11-years-old and having their first ride in a race.

This was the case on April 3rd when 101 young jockeys aged 9 to 16 and their ponies descended on Ascot for the first day of the Easter holidays and The Pony Club Area 13 Race Day.

This was a day of two halves. The Pony Racing Authority ran a Taster Day for 50 young people aged from 7 to 15 and their families. The day is designed for those with an interest in learning more about the sport but who might not come from any type of horse-related background or have any knowledge about pony racing and racing in general.

There were 17 'Pony Racing Academy Scheme' children from Appletree Stud, Ghyll Park Equestrian, Greatham Equestrian and Park Lane Stables in attendance. These riders do not own their own pony and were selected to join the fully-funded Academy Scheme course run at these riding schools on behalf of the Pony Racing Authority. Over 200 young people aged 11 to 15 have already benefitted from this scheme and realised their dream of riding in a Pony Race.

Festival Monday Launched

The brainchild of Andre Klein from Jockey Club Racecourses, the inaugural 'Festival Monday' saw the gates of Prestbury Park open for Racing to School to lead a special behind-the-scenes day for 75 Primary schoolchildren from five nearby schools, who got to experience the weighing room, pre-parade and parade rings and Hall of Fame. Amid all the build up to the four-day Festival, the groups were also allowed to get up close to the Cheltenham Gold Cup Trophy and had front row seats for the famous parade of Willie Mullins' runners for the week.

Five years of Ascot Racecourse Supports

"Ascot Racecourse Supports..." was launched in 2017 and brings together all of Ascot Racecourse's community and charity work into one programme for the benefit of the local community and beyond. Its goals are to support small, local charities and community groups with a focus on children and mental health issues, in addition to equine charities.

In December, Ascot announced its annual update on charity and community activity, complete with its anniversary milestone "£5 million over five years".



£5 MILLION OVER FIVE YEARS

RAISED VIA ON SITE CHARITABLE ACTIVITIES
IN COLLABORATION WITH THIRD PARTY PARTNERS

PROGRAMME HIGHLIGHTS

36 RACE TITLES
DONATED TO CHARITY

OVER **£128K**
RAISED FOR IJF AMBASSADORS FUND

ARMED FORCES COLLECTIONS: OVER **£250K**

RAISED FOR THE CHARITIES VIA DONATIONS FROM THE SALE OF CERTAIN BEVERAGES, DONATIONS FROM OUR CONCESSIONAIRES AND ON SITE BUCKET COLLECTIONS

OVER **£275K**

EMERGENCY FUNDING
(GRENELL, NHS CHARITIES, UKRAINE)

OVER **£1MILLION**

RAISED AT THE PROPERTY RACEDAY

ASCOT COMMUNITY FUND:

OVER **£213K** IN GRANT FUNDING,
SUPPORTING 44 CHARITABLE/
COMMUNITY PROJECTS HELPING
176,329 PEOPLE ACROSS BERKSHIRE

MANAGED BY BERKSHIRE COMMUNITY FOUNDATION

OVER **£55K**
DONATED TO SUPPORT SCHOOL
COMPETITIONS AND SPONSOR
PROGRAMMES

1,400 STUDENTS

ATTENDED A RACING TO
SCHOOL EDUCATIONAL
DAY AT ASCOT

2,162 HRS

EMPLOYEE VOLUNTEERING
EQUATING TO **206 DAYS**

£704K RAISED AT THE
PRINCE'S COUNTRYSIDE FUND RACEDAY

£2.7MILLION RAISED
SINCE 2020 VIA BRITANNIA STAKES PROFITS
AT ROYAL ASCOT IN COLLABORATION WITH
THE BETTING & GAMING COUNCIL
AND MANY BOOKMAKERS

PARTNERING WITH CITY HARVEST

1,229KG
FOOD DONATED

2,926
MEALS

OTHER BENEFICIARIES
INCLUDE:

Thames hospice



using Fitbits, provided by donor, John Pearce Racing, the charity's young beneficiaries can now calculate that on average they are racking up 4,000 steps and over three kilometres as they take part in the curriculum-based day of activity.



Horses for Courses

Retraining of Racehorses (RoR) announced an exciting new initiative to showcase the care given and opportunities open to former racehorses once their racing days end. The RoR Horses For Courses programme launched with The Jockey Club and a number of independent racecourses announced their official equine ambassadors who have since appeared at racedays, schools, care homes and other community settings.

Throughout the season, each course uses their communications channels to actively promote their ambassador's story and the horse will serve as an important link between the racecourse and their local community.

What's New?

Scottish Racing triumph in RCA Showcase Community Award

As we look forward to this year's RCA Showcase & Awards to be hosted at Aintree, we acknowledge the success of Scottish Racing's community programme, delivered in partnership with the Scottish Racing Academy that won the Racing Together Community Award last November at Pontefract.

With an ambitious aim to make each racecourse a community hub, Scottish Racing co-ordinated a national donation of equestrian support kits for all of Scotland as part of the sport's national day of volunteering: Racing Together Community Day. Chester Racecourse was highly commended in the Community Award category for their "Chester Loves Racegoers" initiative. Aintree took home the overall Showcase Champion award.



Free fresh air exercise - Racing to School keeping children active

One recent innovation to the charity's work has been to track the walking distance covered by young people's exercise as they explore every corner of a racecourse, learning about the sport and applying school subjects such as maths, literacy, science and social history - all within the confines of a new, colourful and fast-moving classroom. By



Gay Kelleway wins Thoroughbred Industry Award for Community

The plight of horses impacted by the ongoing war in Ukraine was highlighted in February, as trainer Gay Kelleway won the Community Award at the Thoroughbred Industry Awards Ceremony, sponsored by

Godolphin. Her work and that of her colleagues to support horses (and some dogs) displaced and under threat from the war drew a standing ovation from industry guests.

British Racecourses and Blue Light Card Extend Partnership

British Racecourses and Blue Light Card are delighted to announce an extension of a complimentary ticket scheme for UK's emergency services, NHS workers and social carers into 2023.

Throughout 2022, the Racecourse Association (RCA) and Racing Together collaborated with Blue Light Card to offer key workers the opportunity to visit the racecourse of their choice. All 59 British racecourses participated, with overwhelmingly positive feedback among beneficiaries, and over 20,000 redemptions.



Racing Together Industry Day roundup

Resounding affirmation of community engagement's positive value to racing's future

Over 120 guests and speakers from across the country and the sport of horseracing converged on Ascot Racecourse in February for the inaugural Racing Together Industry Day. The event – supported by The Levy Board, the Racing Foundation, Racecourse Association and Ascot Racecourse – was designed to explore 'why community engagement is at the heart of racing's future strategy' and drew upon some of its own diverse leaders in the field, supported by invaluable insight from football, cricket and the responsible gambling sector.

Around 60 separate organisations, including 20 charities were represented at one of British sport's most iconic venues.

British Horseracing Authority Chair, Joe Saumarez Smith set out the vision of the sport's governing body to lay the foundation to help the industry achieve greater things. On the value of community engagement, he said: "We all have an opportunity to share our stories and to work harder to inform wider recognition from Government and MPs."

Representing football and the Premier League, Andy McLaren shared the experiences of the football family, which is supported by a vast charity network comprising over 6,000 staff across the Leagues. Together they support highly effective programmes, such as Premier League Kicks, which a young Marcus Rashford benefited from in his school days. "There is a high-performance sustainable bedrock to our work through assessing the charities in the same way," said Andy.

Diversity in Racing

Embracing Equity

Naomi Howgate's International Women's Day blog for Racing Together highlighted this year's theme: Embrace Equity. We all know that racing is one of the few sports where women and men compete against each other on equal terms. However, only 16% of professional jockeys and only a quarter of trainers are women. There are initiatives and organisations across the sport that exist to promote equity, providing opportunities and support, including Women in Racing and Racing Home. Female pioneers have made great strides over the last 60 years. In the 1950s the racing authorities did not recognise women as being trainers and it was not until 20 years later that women appeared on the track as jockeys. We now see our female jockeys competing and winning at the pinnacle of the sport, with Rachael Blackmore having won both the Grand National and Unibet Champion Hurdle and Hollie Doyle finishing second in the Flat jockeys' championship in 2021. While it is vital to have inspiring female role models working at racecourses, representation is just as important in all areas of the industry. Dani Jackson is aiming to become the UK's first full-time female race caller, for example. Naomi said:

"We are very proud of the progress that has been made but, on International Women's Day, we recognise that we must keep working together if we are to achieve true equity."



Racing With Pride

The official LGBT+ Network for British Racing has continued to grow its reach and released a Transitioning At Work Guidance document earlier this year. A promotional video about the network was created and released in partnership with the National Horseracing Museum, where an exhibition about the network is housed, and an industry LGBT+ Inclusion education event was held during Pride Month, engaging representatives across the sport. Racing Staff Week saw riders competing in the stable staff charity races wearing rainbow armbands in support of the LGBT+ community. June also saw Pride racedays at York, Perth and direct inclusion activity from 17 organisations.



Did you know?

The vision of the Go Racing in Yorkshire Community Beacon, supported by Racing Together, is to strengthen the connections between a varied and world-class horseracing region and its communities for mutual long-term benefit.

Nearly 4,000 people took part in the pilot year, as part of:

- 32 racecourse-led community events
- 43 Racing to School education days
- 7 Autism in Racing days
- 3 Pony Racing days
- Over £600,000 raised for 22 charities





Racing gives back to its communities on record Racing Together Community Day

In late May, a record 75-plus employee teams from across racing volunteered in their local communities, donating 700 hours for over 40 charities, making this a record year for the annual Racing Together Community Day.

John Blake, Chief Executive of Racing Together, said: “The 2023 Community Day has been the biggest yet with employee groups needing no more than a reminder of the date before they swung into action. The enthusiasm and creativity shown by a range of teams has made a real impact on local causes and the communities around racing hubs.

“It’s no surprise that food banks have been a focus for many given the current crisis and racing’s efforts will have a direct and immediate benefit to families needing help nationwide.

“Community Day is now well established within the calendar but is only a snapshot of the work that racing people do year-round on a voluntary basis, of which the industry should be very proud.

“We would like to thank the many teams who played a part in the day and the Horserace Betting Levy Board for supporting our work.”

A wide range of racing organisations signed up for the fifth Racing Together Community Day, and one specific growth area was among the training yards – 11 teams volunteered this year. The staff at Kubler Racing delivered homemade cakes to the elderly in Lambourn while staff at Susan Corbett’s volunteered at their local care home; Fergal O’Brien’s colleagues supported Cotswold Riding for the Disabled.

Many participants focused on food poverty, with big food bank collections taking place in racing hubs. The Racing Centre in Newmarket organised drop off points, supported by Michelle Fernandes, Lycett’s Insurance, Dylan Cunha Racing, Simon Pearce Racing and Gay Kelleway.



Resources

Did you know?

Racing Together has many resources designed for industry professionals to boost and measure community engagement and education activity. Download the Racing Together logo for your email or website footer to show your commitment to community engagement and education.

New

Find Diversity in Racing updates and resources.



Political Engagement Toolkit

This can be used as a guide to support your engagement with political figures.



Diversity & Inclusion Resources



Complete free e-learning

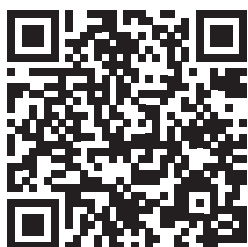
The role and purpose of community engagement in British horseracing.



Racing's community events

Search for and submit diary dates.

Find resources



About the Directory

In 2020, an industry survey was conducted 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 Directory maps nationwide activities from over 130 organisations that are harnessing racing's assets to help people develop skills, increase physical activity and create a more diverse and inclusive sport.

Add your own programmes by emailing:

lucy@racingtogether.co.uk

Explore the Directory



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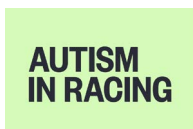
Racing Together represents multifaceted interactions between racing and society, that when combined will be how the sport's hallmarks and identity are assessed by the wider public. What is its meaningful commitment and action in helping others?

This newsletter marks another phase of progress and collaboration for this work.

”

John Blake
Chief Executive

Racing Together is an open partnership of organisations working collectively to help others



Racing Together

Be part of racing's
community engagement

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Racing Together is extremely grateful to the Horserace Betting Levy Board for their support.