



Racing  
Together



**Racing Together** is integral to the way British Racing engages with its wider community. It provides for those who make up our industry, sustains our future and ensures our success is shared by the communities in which we operate.

## Our Values

### Excellence

We strive to achieve the highest standards and to help others do so.

### Integrity

To always act with ethics and honesty.

### Inspiration

We seek to use racing to inspire people to be the best they can be.

### Compassion

We are committed to supporting those who need our help most.

### Inclusivity

We are committed to creating opportunities for all in our communities.



## Racing Together

British Racing, through Racing Together, invests £6.6 million each year in community engagement activities. Each year, nearly 6,000 hours or 160 weeks are donated to charitable activity, and regular charity events and/or racedays are held at over 80% of our racecourses to raise funds for charitable causes.

Racing Together - We look after our people and our horses to ensure they enjoy a prosperous life, long after their racing days have ended. But we do more than just look after our own, we take what Racing does well, to help others reach their full potential. Our approach to community engagement is captured within the Racing Together values and the four pillars of Racing Together activity are:

### Helping Others

Providing a 'Centre of Excellence' to support the aggregate of Racing Together.

### Racing

Looking after the people and horses who are British Racing.

### Education Outreach

Improving education and developing future champions.

### Local life

Bringing together the communities in which we operate.



# A snapshot of Racing Together activity across Great Britain



## Helping others



### Providing a 'Centre of Excellence' to support the aggregate of Racing Together.

- A dedicated, central resource based within the BHA, to support and guide stakeholders.
- **The steering group, or 'Centre of Excellence', will include key personnel from across British Racing to ensure all stakeholders are catered for.**
- Access to external experts, such as Business In The Community, to ensure strategy maintains relevance to business needs.
- Promotion of Racing Together activities with a communications plan developed with experts Bell Pottinger to ensure news of our work reaches key decision makers both inside and outside of the sport.
- Ability to audit Racing Together activities to ensure they are in line with the overarching strategy.



## Racing



### Looking after the people and horses who are British Racing.

- Racing Welfare supports the staff of British Racing on issues including injuries, addiction and debt, while also providing re-training schemes for those in the industry.
- Retraining of Racehorses and rehabilitation of facilities in Lambourn and Malton helps with the charitable retraining and rehoming of former racehorses once they complete their career in British Racing.
- **The Injured Jockeys Fund has supported more than 1,000 jockeys, using its high-quality rehabilitation facilities in Lambourn, and soon in Malton, to help jockeys become self-sufficient again.**



## Education outreach



### Improving education and developing future champions.

- **Racing's training providers take on a high proportion of young people with fewer than the national average of 5 A\*-C GCSEs, and have 70% success rates in achieving an Apprenticeship.**
- Racing's training providers, including the British Racing School, the Northern Racing College and the National Stud, offer a wide range of practical courses, programmes and open days for students looking to learn more about the industry and potentially pursue a career in Racing and Breeding.
- The British Racing industry's Racing to School programme encourages children from all backgrounds to engage in horseracing. Last year, the programme also supported over 5,000 students from deprived or inner-city areas with their educational needs and life skills.



## Local life



### Bringing together the communities in which we operate.

- British Racing donates nearly 6,000 hours, or 160 weeks, to charitable activity each year.
- Over 80% of racecourses hold charity racedays to raise funds for local charitable causes.
- Racing Homes is a registered social landlord. It operates a housing service which supports people to access appropriate, affordable homes.
- Greatwood, runs the Horse Power programme, which provides a free life skills and emotional literacy programme for young people with special educational needs.

# Racing engages with its communities nationwide



- Racing is the UK's second most popular spectator sport, after football.
- In 2012 5.6 million people of all economic and cultural backgrounds attended race meetings for a love of Racing.
- British Racing's 59 racecourses, studs, training yards and providers tie together a truly nationwide community spread across the North, South, East and West of England and Scotland and Wales.
- British Racing is a genuine British success story; in 2012 it contributed £3.45 billion to the UK economy. British Racing is regarded as the best of its kind in the world and attracts global public and business interest.

## Nationwide community engagement\*

### Racecourses

- Jump racecourses
- Flat racecourses
- Jump/Flat racecourses

### An overview of Racing organisations that engage with their local communities

- Northern Racing College** – A training provider
- Pony Racing Authority** – The governing body for Pony Racing
- British Racing School** – A training provider
- National Horseracing Museum**
- Greatwood** – A Racehorse welfare charity
- Moorcroft** – A Racehorse Welfare Centre
- The Thoroughbred Rehabilitation Centre**
- HEROS** – Homing Ex-Racehorses Organisation Scheme
- HMP Hollesley Bay** – Retraining of Racehorses rests horses at a stud by the prison benefiting inmates
- Oaksey House** – Injured Jockey's Fund rehabilitation centre
- Jack Berry House** – Injured Jockey's Fund rehabilitation centre (due for completion in 2015)
- The Thoroughbred Breeders' Association** – represents thoroughbred breeders in Britain
- The National Stud** – offers training courses and diplomas for people with a passion for thoroughbred breeding
- National Association of Stable Staff** – Independent Certificated Trade Union representing Stable Staff
- Darley** – A global thoroughbred breeding operation
- Jockeys Employment and Training Scheme** – helping former jockeys move into new careers
- Injured Jockeys Fund** – provides care services, grants and rehabilitation to help injured jockeys become self-sufficient
- National Trainers Federation Charitable Trust**
- Weatherbys** – Wellingborough's largest employer and the central administration to the British Horseracing Authority, provides employability workshops and Young Enterprise schemes to local schools
- Shadwell Estate** – A global stud farm, manage the annual painted horse schools competition in Thetford
- Retraining of Racehorses** – Racing's official charity for welfare of horses who have retired from racing
- British Horseracing Education and Standards Trust** – is an educational charity
- Racing Welfare** – A registered charity which provides assistance and support for stud and stable staff
- The New Astley Club** – A social welfare charity that builds strong links with the racing community

\*This document highlights examples of Racing's community engagement across Britain but has not been able to incorporate all the activity

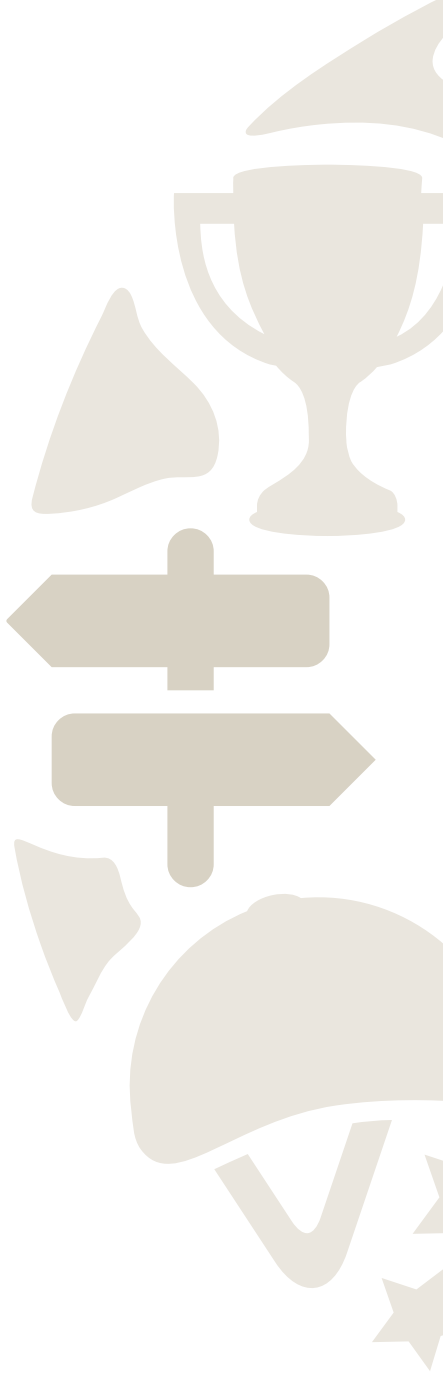


Racing Together

## Racing Together: What next?

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British Racing is proud to announce the consolidation of the industry's community outreach activity under one banner, Racing Together, and our intention to work collectively to extend even further our contribution to communities the length and breadth of Great Britain.



**Racing  
Together**

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