



# Racing Together

Horseracing and the Community



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Racing Together - Horseracing and the Community

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# Welcome

Racing's Community Strategy

**British horseracing is important to a great many people in many different ways. The sport is an integral part of a wide range of communities throughout Britain, and plays an enormous role in the social and cultural life of the country.**

Our reach extends across the whole of Britain, from the biggest cities through to the smallest villages, encompassing 60 racecourses, hundreds of training yards and stud farms, and of course a presence on virtually every high street through the windows of bookmakers shops.

Our appeal draws in huge numbers of people. Getting on for six million people went racing in 2007. The Grand National gives some of our national newspapers their biggest circulations of the year.

The unique reach of Racing, across age, gender and class, is a huge credit to the appeal of our sport. It also gives us the responsibility and challenge to harness the power of Racing so that we can give back to those who give their support to us.

In 2006, we measured the economic impact of Racing in a report we commissioned from Deloitte. It revealed some impressive and important statistics about the contribution of the sport and the wider industry. But statistics can never convey the full contribution of Racing - the less measurable impact on British life and how much Racing does and what it really means to people.

This pamphlet provides a snapshot of just some of the projects, charity giving, and partnerships where Racing is involved in local communities and educational projects across the country, and there are of course many more.

One of the responsibilities of the British Horseracing Authority is to promote the sport. This includes demonstrating its importance to modern Britain.

That is why we are using our first anniversary to champion the contribution that Racing makes.

In the coming year, we will be working closely with all in the sport to develop our first Community Strategy.

This work will include undertaking the first audit of the contribution Racing makes to the community; highlighting best practice and giving greater recognition to existing work; and developing still further public and private partnerships in which Racing works to deliver in the community.

Through Racing Together we can build on the work of the many incredible individuals and outstanding organizations in Racing, telling their story to a wider audience and cementing the role we have as a force for good.

Nic Coward  
Chief Executive, British Horseracing Authority  
July 2008

This day takes the community behind the scenes of racing.



## Lambourn Valley Housing Trust

The Trust is a registered Charity that raises money to provide homes for both our retired and working stable staff in Lambourn. A few years ago it purchased land, now called Francome Fields, and has already built eighteen houses there.

Peter Walwyn, Chairman of the Lambourn Valley Trainers Association said: ***“There are many reasons for a successful yard and one of the most important is the staff. They are not as richly rewarded as we would like and we are always likely to lose key trained lads and lasses when they have just married. Quite rightly they want a home of their own together, but cannot afford to rent anything suitable.”***

Registered Charity Number 1049742 Registered Office; Griffins Court, 24 -32 London Road, Newbury RG14 1JX.



# Lambourn Open Day

Run by Lambourn Trainers Association



The open day is run on Good Friday every year and is a unique opportunity to see the horses in the training establishments throughout the Lambourn Valley. Last year over 30 trainers opened their yards to the public and more than 10,000 people took the opportunity to meet the horses, their trainers and to see at first hand the Lambourn Racing Industry. Many yards have special exhibits and demonstrations including horses using hydrotherapy pools.

In the afternoon the massive events field opens with a full programme of equine and country related shows. Trade stands offer all manner of goods and services generally connected to country pursuits.

Since the first Lambourn Open Day in its current format it is estimated that over 100,000 will have attended and over £500,000 has been raised.

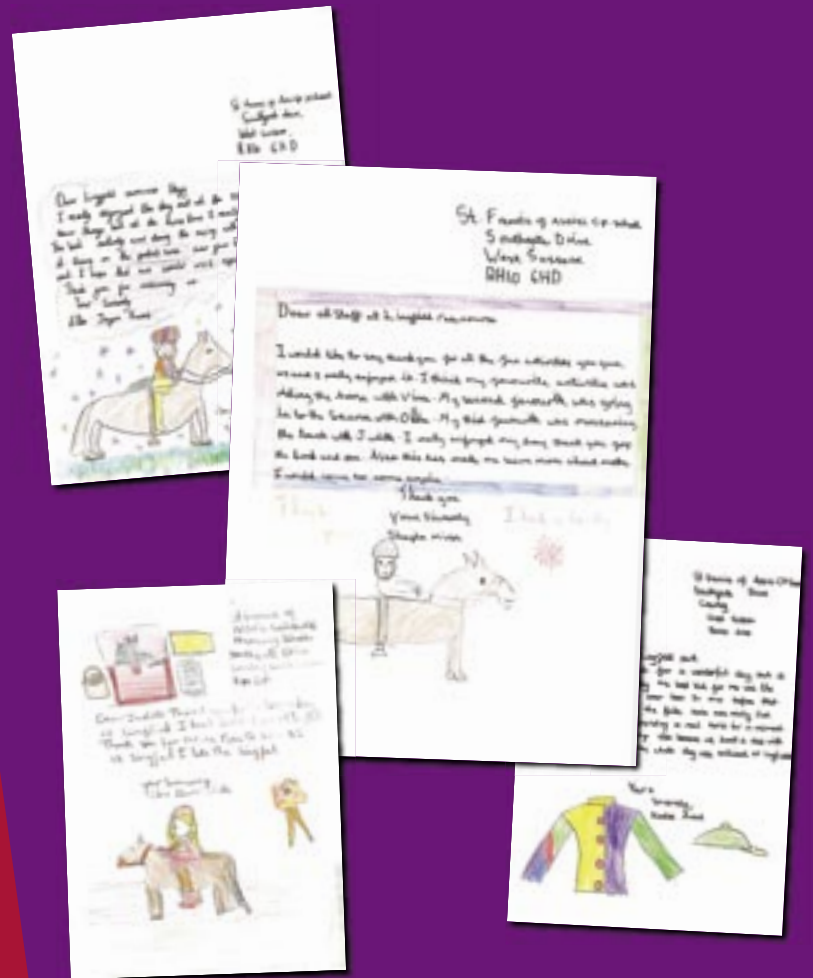
The bulk of the money goes to the registered charity The Lambourn Valley Housing Trust which works for the welfare of the stable staff and their families in the Lambourn Valley. As well as the main Francome Fields project, they also donate money to Lambourn based groups, for young and old, e.g. scouts and girl guides and coffee and holiday clubs for the elderly, as well as a decent donation to the Lambourn School; in recent years they have given an annual £3,000 to the Thames Valley Air Ambulance which gives a great service to the Lambourn region.

The day is also fantastic publicity for Lambourn and Racing. As a result, many new owners have come into the sport and to Lambourn whilst countless people have become interested in Racing.





Children enjoying dressing up in jockey silks.



# Racing to School

Run by British Horseracing Education and Standards Trust



**Smiling faces, laughter and learning? That's exactly what happens on the Racing to School programme managed by the British Horseracing Education and Standards Trust.**

It introduces young people to the horseracing industry and gives them an opportunity to consider the sport as both a leisure pursuit and career opportunity, whilst enhancing and enriching their studies.

Groups of pupils and students in the 4-18 age range cover extensive areas of the National Curriculum during their visits to racecourses, with Maths, Literacy and Science easily linked to the horseracing industry. Since 2001 over 50,000 pupils have taken part and the aim by 2010 is to see **20,000** a year going through the programme.

One of the most successful schemes of its kind, its experienced Education Team also supports various government initiatives such as Playing for Success at the various racing locations around the country; Just the Job – an introduction to the world of work; Excellence in Cities – raising standards in urban schools and Aim Higher – encouraging interest in further education and study.

With 45 of the 60 racecourses hosting Racing to School to date, it offers a fantastic way for racecourses to get involved in their local

community. The Racing to School programme is supported by both the Horserace Betting Levy Board and British racecourses, and has recently received support from the Jacobs Foundation, which is devoted to promoting the development of young people into becoming important members of our society.

**The letters from the children say it all really!**



# Playing for Success

Supported by the Department for Education and Skills



Playing for Success

**Playing for Success is a Department for Education and Skills (DfES) initiative working in partnership with local authorities and sports clubs. British Horseracing Education and Standards Trust offers curriculum support.**

Being in the environment of a racing venue and a sport helps children and young people, identified by their schools as being in need of a boost, to get up to speed in literacy, numeracy and ICT. Each centre encourages independent learning and aims to increase confidence, self-esteem and motivation.

The first racing organisation to get involved in this scheme was the National Stud in 2005 with its Winning Post facility, which is situated within the grounds of the National Stud. The scheme is also supported by Newmarket Racecourse which has offered their facilities and expertise as a means of expanding the activities undertaken.

The project is in a close partnership with Ipswich Town Football Club, and their Chairman David Sheepshanks said "I am proud of the fact that two of the region's leading sports enterprises are working hand in hand to present this exciting learning facility for young people."

Wolverhampton and Cheltenham racecourses have also recently opened their facilities to this fantastic scheme.



Over **750** primary school children, **350** secondary school children and over **50** special needs children have benefited to date

Over **70** schools are sending students

Learning how to ride.



When it was launched at Wolverhampton in June 2007 Councillor Paul Brookfield, Wolverhampton City Council cabinet member for children and young people, said: “The council is delighted to have teamed up with Wolverhampton Racecourse and the DfES to deliver this exciting project. This impressive centre will allow children from across the city to learn in a motivational environment which is staffed by excellent teachers and kitted out with the latest technology.”

David Roberts, managing director of Wolverhampton Racecourse, said: “We got involved with Playing for Success with the aim of working with the local community; we wanted to involve Wolverhampton children with the racecourse and provide them with opportunities and experiences that they would not normally encounter.

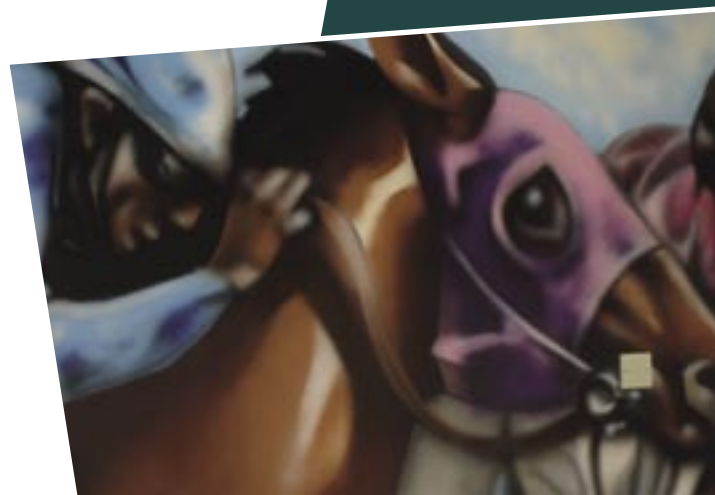
“We want them to see that there’s a whole new world to partake in with opportunities at every level; it needn’t always be about qualifications but about having the determination and the desire to succeed. It’s this determination that we hope to encourage in the children that attend the centre.”

Cheltenham Racecourse has been involved since September 2006. The centre is located in the fifth tier of the main grandstand at Cheltenham Racecourse which is an integral part of the community. A newly refurbished centre delivers a creative, multi-sensory programme of Study Support and provides a unique venue to inspire learning. The centre also relies on the hard work of a bank of volunteer mentors whose job it is to support the children and young people.

The Playing for Success staff at Cheltenham have been made to feel part of the racecourse team by Managing Director Edward Gillespie, and his team, who always give the centre their unconditional support. Edward Gillespie said “We were keen to get involved in this particular initiative because it engages with young people and allows them to share in our passion for our venue and the sport. It has been really rewarding to see their enthusiasm over the last couple of years and to know that the activity will be expanding this autumn”



Facilities at all 3 centres include:  
Flat screen pcs,  
laptops, smartboards,  
plasma tvs, digital  
cameras, camcorders  
and much more!



Under starters orders.  
They're off!

A bird's eye view of  
Newmarket's gallops.



# The Newmarket Racing Partnership



Created by Racing Welfare

Racing Welfare is a leading charity for Racing providing an accessible, responsive and professional occupational and welfare service to all of Racing's people. The Newmarket Racing Partnership was initiated by Racing Welfare in response to growing concerns around social issues within the community, particularly associated with addiction. It brings together various groups and organisations from the thoroughbred horseracing and breeding industry, and the wider community, initially in Newmarket and eventually across the UK.

The partners work closely with other community groups on projects within established forums such as the Safer Neighbourhood Partnership, Pubwatch and the Voluntary and Statutory Partnership.

All areas of society face problems and difficulties particularly with addiction. Racing is no different but there are some unique features that need to be recognised, from the vulnerability of young people away from home, the need for weight control, to the 'fast' lifestyle of Racing. Whilst the Racing community is closely knit, people can find it hard to talk openly about problems.

Many of the addiction and social issues experienced within the racing community are shared by the wider community, and the Racing Partnership offers support and guidance to anyone experiencing addiction issues **regardless of their racing involvement**. Racing is a big part of the Newmarket community, as it is in other racing centres across the UK. Working alongside agencies and services has been an important way for Racing to invest in the welfare of the town as a whole. Initiatives include involvement with Newmarket's Safer Neighbourhoods Tasking Team, the West Suffolk SOS Bus Project and regional Drug and Alcohol Action Teams.

The Racing industry is working to ensure that if any of its members find themselves affected by addiction they have the opportunity and support to take responsibility for their situation. This support is offered to all members of the Newmarket community.

## Partners

- ⊙ Injured Jockeys Fund
- ⊙ National Trainers Federation
- ⊙ New Astley Club
- ⊙ Newmarket Trainers Federation
- ⊙ Racing Welfare
- ⊙ Substance Misuse Implementation Team
- ⊙ Thoroughbred Breeders' Association

# A Personal Story of Hope and Recovery

The Newmarket Racing Partnership

**'I've got an addiction problem'. Those were the hardest words I've ever had to say. I was your ordinary girl working in racing; I worked hard but played harder!**

I had many friends in Newmarket and every weekend we would hit the town. It was all harmless fun, until one thing led to another and it wasn't long before I was taking cocaine and popping pills. At the time it felt fantastic, although unlike my mates I couldn't say 'no' and drugs took a hold of me. I would come home from work and be on the telephone trying to get my next fix, and in all honesty, in Newmarket it's not hard to get a hold of.

My mates soon started worrying about me. I was losing weight, looking really pale and going from job to job. I was in debt with my bank and even took out a loan to cover my habit. But even then I wouldn't admit I had a problem. As much as I tried to hide it from my Mum it was written all over my face, but still I would lie and pretend everything was fine.

What started out as fun had rapidly turned into a living nightmare. I would constantly be on a 'come down', and the people closest to me would get the brunt of my mood swings. It wasn't long before I had pushed all my mates away. I felt alone and the only way I knew how to cope was to get deeper into drugs as everything felt numb. And that numb feeling was all I had.

I was extremely lucky to have a true friend in Mojo. When I hit rock bottom she got in contact with Joe Carter at Racing Welfare to find out what help was available. I couldn't believe she could have done that. At the time I didn't realise that she was trying to help me, but eventually she talked me into going to see Joe and explore the support options available to me and my family.

I'm not going to say that after talking to Joe everything was fine again, because I didn't leave there thinking 'right I'm never doing drugs again'. But I did leave there with the comfort that Joe understood exactly how I felt and where I was coming from. But most importantly I didn't feel judged. Joe gave me the courage to talk to my parents and admit to my addiction. Even though they already knew, they were relieved that I could talk to them and that I wanted to get help. They have been so supportive of me.

It was a long and hard road to recovery with many ups and downs. Change happened in little steps. I progressively cut down on my drinking, moved away from people who used drugs and toward those who didn't, and deleted all the numbers on my phone that I could get drugs through. Looking back everything I went through has helped me become a stronger, healthier and more confident person.

I am now over six months clean and starting to enjoy life again. I can't explain how thankful I am to Mojo and my family. I have a brilliant job in racing, a nice house, I have got back all my mates that I pushed away and gained the friendship of Joe. Too many of us let life pass us by. Now that I'm clean I'm living life to the full and grabbing every opportunity that comes my way. For the first time in a long while, I'm really enjoying myself.

If you're going through a similar situation the worst thing you can do is to keep it to yourself. Reach out to the people that can help you and don't be afraid to be honest, no matter how bad things get. You are not alone and with a support network around you, real change is possible.

You'll be surprised just how much better life can be without drugs.

*Chrissie*



# Charity Events

Examples from Newcastle, Hamilton Park and Ayr Racecourses

## Angels of the North

Northern Racing Ltd has racecourses all over the country, and when it comes to supporting charities' fundraising efforts Newcastle Racecourse shines out as being most certainly an Angel of the North. Just look at their list of charity racemeetings in 2008!

- May 23rd** Newcastle International Airport Day raising money for NSPCC
- June 7th** New County Roads in aid of Save the Children
- August 6th** Classic Excel 25th Anniversary in aid of the Variety Club
- August 15th** Northumbrian WaterAid Day
- August 22nd** Persimmon Homes in aid of the Sir Bobby Robson Cancer Charity
- October 1st** Laing Construction in aid of The Percy Hedley Foundation
- October 14th** Cystic Fibrosis/ Spinal Injuries Association
- October 30th** Eaga Charitable Trust
- November 14th** In aid of the Sunshine Fund

This is just one example of how a single racecourse from Northern Racing Ltd facilitates fundraising activities for charities and it is repeated up and down the country; in fact it is unlikely that there are any racecourses in Britain that do not have charity racedays. Race meetings offer a fantastic opportunity for charities and are always so well-supported by the generosity and goodwill of the British racegoer.



## Saints and Sinners & Cash for Kids

Scottish racing in particular boasts one of the longest charity relationships likely to be found in any sport with their Saints and Sinners raceday. It was held at Hamilton Park Racecourse in Scotland for 42 years in support of the Saints and Sinners Club of Scotland before moving to Ayr Racecourse in 2008.

This special race night aims to continue this fantastic relationship with the Saints and Sinners Club supporting small Scottish charities through the awarding of grants. The racenight is an integral part of the club's fundraising activities.

Ayr's first Saints and Sinners Night was a roaring success with almost 7,800 racegoers enjoying a great night of racing and raising tens of thousands of pounds for charity in the process.

Members of the Celtic football team rubbed shoulders with stars from radio and television and a great night was had by all. After racing top tribute acts Bjorn Again performed the hits of Abba in the Grandstand Bar.

Hamilton Park has now started working with Cash for Kids with the inaugural night taking place this June. A crowd of around 7,000 enjoyed the sunshine and mingled with the stars as the new event got off to a flyer. There were plenty of celebrities including the multi-platinum selling singer Sharleen Spiteri who was a guest of Radio Clyde boss Paul Dooney in the VIP Cash For Kids marquee. The Cash for Kids Trust has a strong history of working with projects and agencies that aim to bring about measurable changes to the lives of vulnerable children. Cash for Kids received a cheque for £100,000 from Hamilton Park chairman Sir Ian Good as a result of this glamour evening, which was boosted by a hugely generous donation of an additional £50,000 from South Lanarkshire Council, bringing the grand total to £150,000 – with much of the money going to needy children in the local area.



