



R A C I N G
STAFF
WEEK
RACING WELFARE

2023 Campaign Review
Saturday 24th June - Sunday 1st July
www.racingstaffweek.com

RACINGWELFARE

RSW 2023

Racing Staff Week took place from Saturday 24th June – Saturday 1st July 2023 for the seventh year. The initiative, sponsored by Betfair, played a significant role in Racing Welfare's ability to engage the racing community in the support provision it provides. The week would not be possible without the generous sponsorship from Betfair as well as the supporting sponsors who contributed to the prizes offered at each of the charity races which took place throughout the week.

INTRO

Throughout Racing Staff Week 2023, 14 community events and initiatives were run by Racing Welfare, alongside five charity races and a host of other events and initiatives led by the industry. This report will outline the activity that took place throughout the week, the amount of money raised, and the impact that the week has had on both Racing Welfare and the beneficiaries of the charity.





COMMUNITY EVENTS

Community events play a significant role in Racing Welfare's ability to engage and interact with the horseracing community. Many of the events run throughout the week specifically focus on the prevention of social isolation and loneliness, whilst the initiatives that were carried out at racecourses specifically focused on increasing awareness of Racing Welfare by growing the audience of regional newsletters.

Throughout the week, 14 community events took place including 3 quiz nights, 3 sporting events, 2 events for retired racing staff and 6 racecourse engagement initiatives. The events were run predominantly within the racing centres, with the on-course initiatives run at racecourses outside of the key racing areas. Limitations were recognised in the ability to run community events in the West region, with a high percentage of racehorse trainers in the area being National Hunt, there are a limited number of racing staff still working throughout June.

ATTENDEES

This year, 473 members of the racing community attended the eight events with a further 208 members of the racing community taking part in the on-course initiatives resulting in 36 sign-ups to regional comms and newsletters. Attendees were from a range of different industry sectors, with the team in Newmarket working hard to ensure that those from the stud and breeding sector were aware of the localised events.

COMMUNITY EVENTS CALENDAR

**681
ATTENDEES**

DATE	Event	Region	Location	Attendees
25/06/2023	Bingo	East	The Racing Centre	30
26/06/2023	Prize Pong	South	Windsor Racecourse	30
26/06/2023	Rounders	North	Middleham	100
27/06/2023	Quiz	East	The Racing Centre	96
27/06/2023	Prize Pong	South	Brighton Racecourse	40
27/06/2023	Prize Pong	North	Beverley Racecourse	30
28/06/2023	Prize Pong	North	Carlisle Racecourse	50
28/06/2023	Prize Pong	South	Kempton Racecourse	38
28/06/2023	Quiz	North	Malton	40
28/06/2023	Coffee Morning	North	Malton	29
28/06/2023	Afternoon tea	North	Middleham	16
29/06/2023	Prize Pong	North	Scotland	20
30/06/2023	Rounders	South	Epsom	62
30/06/2023	Rounders	South	Lambourn	100

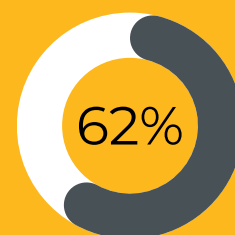


WORKPLACE VISITS

A key way of promoting Racing Staff Week and Racing Welfare's services is through workplace visits. Visits are carried out predominantly by the welfare department and are recorded by the welfare team. Prior to the week, a list of the 40 racecourses racing was produced and circulated where 25 racecourses were identified as opportunities for the welfare team to attend to promote the charity and Racing Staff Week. Whilst some of the visits incorporated initiatives that focused on increasing engagement as mentioned above, other visits were more informal, giving racing staff an opportunity to meet up with their local welfare officer.

Alongside the 25 racecourse visits, ten visits to studs and six visits to training yards were carried out. Whilst many workplace visits would have been carried out ahead of the week to promote the initiatives and activities, fewer visits were carried out throughout the week, with a focus on bringing the racing community together in one location, maximising reach.

25 of the 40
racecourses racing
throughout the
week had a Racing
Welfare presence



FUNDRAISING

CHARITY RACES

This year saw an increase from two charity races in 2022 to five in 2023. Due to the high volume of entries received year after year, and the opportunity to engage with racehorse

trainers and stable staff, the number of charity races run throughout the week increased. The organisation and operation of the charity races sat with the fundraising team who liaised with the racecourses to find suitable locations to run each of the events before recruiting participants, supporting their fundraising activity and managing the day.

PRIDE MONTH

Pride month took place throughout June and Racing Welfare supported the initiative by giving each of the riders the opportunity to wear a rainbow armband to show their support. Of the 53 riders taking part, 36 opted to wear a Rainbow Armband in the race with one of the riders in the Newbury charity race wearing the Racing with Pride silks.



Location	Fixture	Distance	Riders	Total
Ayr	Flat	6f	9	£5,985
Chepstow	Flat	1m 2f	11	£5,935
Newbury	Flat	1m	12	£9,453
Newcastle	Flat	1m	11	£8,286
Nottingham	Flat	6f	10	£7,630

In addition to the £30,000 from Betfair, Chepstow Racecourse organised a fundraising lunch alongside the local welfare officer where £5,190 was raised to support Racing Welfare on the day. Further to this donation, £500 was donated to the charity from the bookmakers at Ayr Racecourse and a further £1400 was donated by Chepstow Racecourse bookmakers, Dragon Bet Wales. This year, the fundraising income from the week identified almost a 50% increase from 2022.

£70,000+ FUNDRAISED

Throughout the week over £70,000 was raised for Racing Welfare to continue to deliver its services to racing's people.



RACING STAFF WEEK WEBSITE

Throughout the week, 216 referrals were made from social media direct to the Racing Staff Week website with the most popular page giving information about the charity races, with 411 views identified throughout the week.

Another page that proved popular throughout the week was the activities section on the website which housed all of the information on each of the community events and activities. Whilst there was no requirement to sign up for each of the events through the website, there was still enough activity on the page to indicate its value as a mechanism to house the information.

Following the activity page in the list of pages with the most views was the 'Thank You Competition' page. The 'Thank You Competition' gave racing staff the opportunity to thank one of their colleagues and be in with a chance of winning £500 in shopping vouchers, supported by Betfair. The page received 137 views, which resulted in 14 nominations, identifying a slight decrease in nominations from last year.





E-COMMERCE, TV AND PRINT MEDIA

Throughout the week there were five specific interviews on TV including an interview at Pontefract Racecourse with local welfare officer Harriet McHugh which was aired on ITV Racing to its busy Sunday Series audience. Sky Sports Racing was the most supportive broadcaster showing all of the charity races run at the courses that they cover as well as

interviewing key personnel and riders. Racing Welfare's Head of Community Engagement was featured on the Nick Luck Daily podcast to discuss the week, the events taking place and how people can find out more information about Racing Welfare. Press relating to Racing Staff Week was also featured in print, with the Northern Echo picking up a release specifically focusing on an initiative developed by Redcar Racecourse. A specific mailshot was sent to all industry stakeholders throughout the week as well as a newsletter featuring all of the activities taking place.

INDUSTRY OWNERSHIP

Whilst Racing Welfare leads on Racing Staff Week, many stakeholders have begun to play an active role in the success of the initiative. As key industry stakeholders, the British Horseracing Authority, Racecourse Association and Thoroughbred Breeders Association all supported the initiative through social media posts and other activities. This year, several trainers took to social media to express gratitude to their staff, creating more reach and awareness of Racing Staff Week and Racing Welfare. Racehorse trainers are aware of Racing Staff Week which will only create benefits for the charity as its relationships with the industry continue to grow. Racehorse trainers such as Ben Pauling, Rebecca Menzies, Richard Fahey and Julia Fielden produced footage to support the initiative whilst Jonjo O'Neills Head Girl wrote a blog about one of their staff members highlighting the importance of racing staff.



THE BREEDING SECTOR

The thoroughbred stud and breeding sector were equally represented through an initiative set out by the Thoroughbred Breeders Association which funded staff parties for 15 studs across the country, enabling Racing

Staff Week to be represented within this sector. The studs taking part in the initiative included Bearstone Stud and Newsells Park who both posted on social media to support Racing Staff Week. The team at Elwick Stud and Chapel Stud also supported the initiative through social media posts and initiatives to promote their staff and Racing Welfare.

STAKEHOLDER SUPPORT

As avid supporters of Racing Welfare, the Racecourse Association supported the initiative by helping engage racecourses in activity and through the promotion of the week through e-commerce and social media.

Many racecourses supported Racing Staff Week through the use of race titles. Newcastle, Chepstow, Carlisle, Kempton, Newmarket and Doncaster racecourses all supported the initiative by using one of the suggested race name titles provided by Racing Welfare within the stakeholder kit totalling 14 races. Racecourses that were not racing throughout the week also supported by creating job swaps and helping to engage racing staff with community events and initiatives taking place.

14

RACE TITLES

Jockey Club Racecourses specifically supported stable staff in an initiative that gave free entry to all stable staff to each of their fixtures throughout the week including to their popular Newmarket Nights events. Whilst racing staff without a racing pass could not gain entry to the courses, The Jockey Club have committed to addressing this next year through an application process. Arena Racing Company supported the initiative by giving free Dominos pizzas to each of their racecourses to specifically thank their own staff, with many other initiatives developed and rolled out throughout the week.





CONTINUED SUPPORT OF RACING STAFF WEEK

Social media was also utilised by many racing syndicates to thank the staff that look after their horses with posts identified from Middleham Park, Ursa Major Racing, Ruby Red and the Catch Us If You Can syndicate.

Careers in Racing continued to support Racing Staff Week through the kind offering of goody bags for

each of the riders but also created content including interviews with trainers, syndicate members and Racing Welfare staff to be shared on their social media channels.

The Arab Racing Organisation staged one of the Racing Welfare-sponsored Best Turned Out awards at Chester Racecourse on the final day of Racing Staff Week enabling a member of the local welfare team to attend the fixture, meet grooms and the stakeholders involved in the race; enabling Racing Welfare to continue to develop the awareness of its services and relationships with its stakeholders.