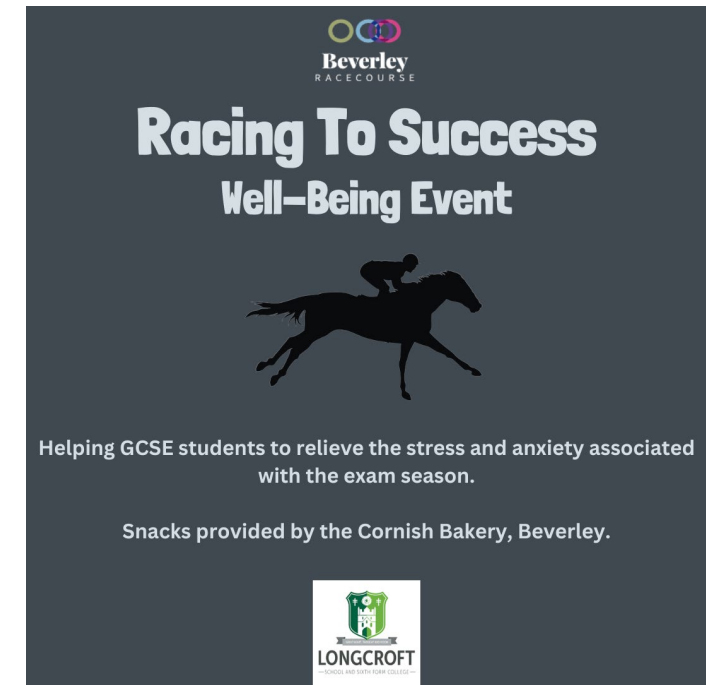




Showcase & Awards 2024

Beverley Racecourse

Best Non-Raceday Event – Racing to Success



Proudly partnered by



RACING POST



Objectives



The World Health Organisation found one in seven 10-19 year olds experience a Mental Health Disorder and exam stress is a key contributor in damaging young peoples mental health. With 15% of GCSE students falling into the highly anxious category, we set out to reduce this figure in the local area.

Teaming up with our most local secondary school, Longcroft School, it was identified that Year 9 students (aged 13-14) would benefit most from this well-being event as 30% of students in the year voted yes to worrying/feeling anxious about future exams in a survey.

Our objectives were as follows:

1- To host multiple events with a 30% uptake from Year 9 students at Longcroft School – Our key objective was to host multiple events in the build up to the exam season where students could reap the benefits of exercising in the outdoors and enjoying the surroundings the Westwood has to offer.

2 – To encourage 30% of students to attend a fixture with there parents in 2024 - To offer behind the scenes access to the racecourse to spark an interest in returning to the racecourse on a future raceday.

3- To engage with the local and East Riding community, totaling 60,000 impressions across all media channels - To maximise wider coverage of the event, using it as a Flagship Project to promote Beverley Racecourse as a place that is beneficial to visit for mental health, on racedays and non-racedays.

For 2024 the Beverley Racecourse mantra was all about Heart & Soul. We are a key asset to the local community this project allowed us to cement our views with a local school and engage with the future visitors.

With this we aimed to provide a welcoming environment where school children feel at ease and in a relaxed, happy frame of mind. A new tone of voice and a different perspective is important to students searching support & advice beyond the teacher-student relationship.

It is important to us that all events are as accessible as possible and that there are no financial barriers to these students across this campaign.

Delivery



Meetings held between Office & Grounds teams on how best we maximise the students time. Focusing on which elements of the racecourse we felt students would be most interested in, and how we could engage the students with fun activities/games.

We reached out to local companies to find additional support for the event targeting whose visions aligned with ours. The Cornish Bakery, Beverley were proud to support this new initiative and provide food & drink for the event at no charge to the racecourse or students.

We held our first event in January 2024 with a class of Year 9 students attending. They arrived on the Westwood ahead of our trip around the course at 10:30AM. The first stage of our event was walking from our 5 furlong start to the Winning Post before taking a tour around our facilities including parade ring, stables, and weighing room.

Various interactions provided a 'hands on' experience for students including the journey of a horse on a raceday, jockeys preparation ahead of a race and the history of our trophies at Beverley Racecourse. School children even got stuck in by jet washing our grandstand and learning about grounds maintenance with our grounds staff. Games along the way included plenty of laughter with students volunteering to compare the time of themselves sprinting a ½ furlong to that of a racehorse.

Lunch was provided free of charge which was popular and offered all racecourse staff on opportunity to interact with school students and teachers.

The event concluded by walking the remainder of the track before returning to school. In total we walked roughly 2 miles and covered over 6000 steps in the 2.5 hours students spent on the Westwood.

Results



26 students attended our first event in January – roughly 85% of the class – this event was optional with parents needing to grant permission for students to attend.

Glowing feedback from both teachers and students. “This is what kids should be doing.” – Andrew Coupe, Personal Development Lead at Longcroft School.

We agreed that we should host future events to allow all year 9 students the option to visit us. Two events were held over the next 2 months with an average class size of 29 students. By the beginning of the exam season over 90% of the entire year had visited the racecourse for a well-being day, exceeding objective 1.

Anonymous feedback revealed 85% of students voted ‘yes’ to feeling the benefit of spending the day with us and 80% of students were either ‘keen’ or ‘very keen’ to return to the racecourse on a raceday in the future. With the 2024 season nearly finished we can reveal 50% of students attended at least one raceday, exceeding objective two.

The campaign presented excellent coverage with the Beverley Life featuring a story in the March paper, a free monthly paper with 15,000 copies distributed and a readership of over 40,000. Two individual radio interviews with Beverley FM provided greater regional exposure. Longcroft featured the new partnership in their monthly newsletter to circa 1000 parents on three occasions.

Campaign impressions on our social channels exceeded 60,000, digital interactions across our website and e-shots generated 50,000 impressions across the campaign time frame. Objective 3 was surpassed with 90,000 more impressions than targeted.

Since this event we have received requests from other schools to host similar events and we have an agreement with Molescroft Primary School to visit the racecourse with the aim of promoting the benefits of fresh air and nature at a young age, as well as continuing our partnership with Longcroft School with Racing To Success continuing into the 2024-2025 academic year.

Supporting Information

Beverley Life Newspaper covered the event with a feature included in the March edition



Our social channels provided coverage of event, receiving a great reception on all channels

I enjoyed it a lot, we was outside most the time and we got to see the new stables and look at the shoes that horses wear. I ran the last half a furlong too and compared my time to a horse which was fun and then I got to hold up a 70-year-old trophy. It was nice to do something a bit different and I really enjoyed the day.” – Anonymous Student



Students visited ‘behind the scenes’ areas including stables & parade ring.

