



Showcase
& Awards
2024

Goodwood Racecourse

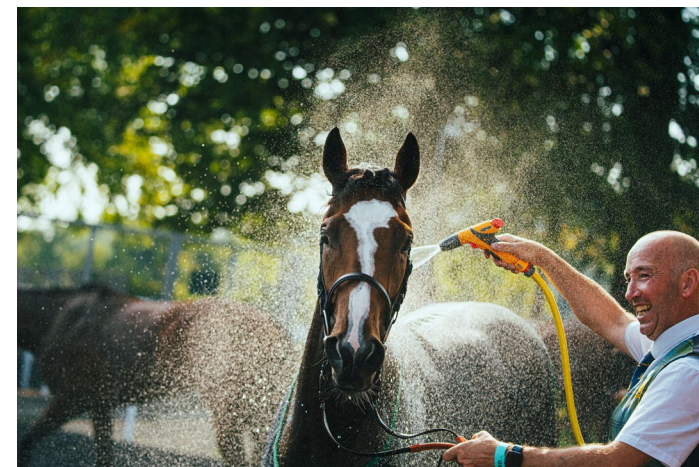
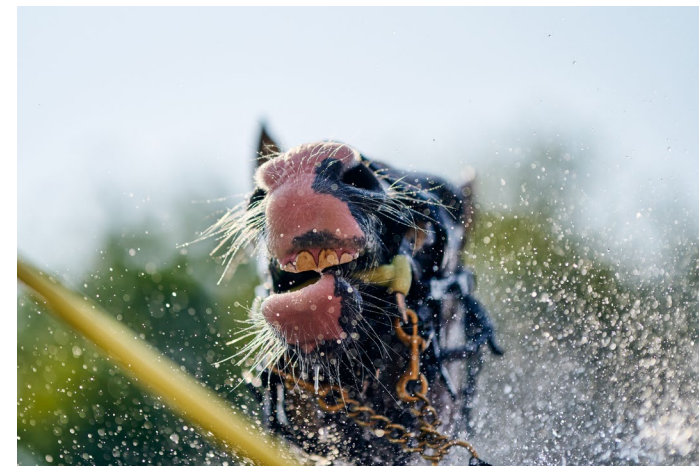
The Racing Connection

Racehorse Welfare

Proudly partnered by



RACING POST



Objectives



- **Increase public awareness of horse welfare:** Educate the public of the behind-the-scenes care provided to the racehorses to enhance understanding of racehorse welfare. Especially with the high temperatures we had over Qatar Goodwood Festival, we saw it imperative to highlight to the public the often-unseen care that goes into the welfare of the racehorses following each race.
- **Encourage best practices:** Through demonstrating our commitment to best practices and animal welfare, we hoped to reinforce our values and encourage the same commitment from our attendees and other industry organisations.
- **Build transparency:** Through showcasing the behind-the-scenes care given to the horses we hoped to build trust and transparency with our audience to highlight the unseen care given to horses – a necessary step within the industry in order change public perception of the treatment of racehorses.
- **Gain employment within the industry (stable staff):** The industry faces challenges in securing stable staff, but providing insight into behind-the-scenes care gives a valuable opportunity to encourage and attract new talent to pursue a career in the industry.
- **Support British Racing's hub, HorsePWR, dedicated to the Thoroughbred racehorse:** Use the assets and tools from the campaign to allow us to promote our high welfare standards and protect against any negative criticism and direct enquiries.

Delivery

- We collaborated with the BHA, GBR and BCS on an Instagram post to maximise engagement and reach during Qatar Goodwood Festival (QGF) to showcase the horse welfare during the Festival.
- We posted Instagram stories throughout QGF racedays showcasing the behind-the-scenes process of racehorses being cooled down and using the cooling fans, offering followers a unique perspective.
- Displayed the HorsePWR assets on the on-site big screens to actively engage the live audience – <https://horsepwr.co.uk/>
- Made use of all the HorsePWR assets on our social media channels and in our QGF racecard. Arranged for an additional racecard advert size custom to the QGF racecard dimensions.
- GAIN Equine Nutrition sponsored the Best Turned Out cash prizes for our three Group 1 races and two of our Group 2 races to the value of £500 per race - a minimum increase of £150 per race compared with the previous year. The objective behind the increased prize value was to properly recognise and reward the stable staff (often the unsung heroes) that dedicate their lives to providing the highest standards of care to their horses day and night - at home, at the races and while travelling.
- All horses are stabled away from the course on racedays, providing a tranquil setting to give each individual time before a race to settle into their surroundings, alongside the privacy after their engagement. On course, misting fans, purpose built wash-down facilities, and a team of highly-skilled veterinary experts ensure each horse receives the best possible end-to-end experience.
- The design of the Goodwood stables are spacious and brick built. In the main stable yard is such that they naturally stay very cool – even on the very hottest of days, that was experienced during QGF.
- During QGF, all horses were trotted-up and had to pass a veterinary inspection conducted by a BHA vet before they were able to run. Each veterinary inspection is very precisely timed to ensure that each horse has plenty of time to settle in to the stables before the inspection and then plenty of time to relax afterwards before their race. This was filmed, having had BHA approval, to show the process and posted on Goodwood's social media pages.
- Goodwood continually invest in the racing surface, machinery and irrigation systems to maintain optimal going conditions are managed and maintained.
- Goodwood take great pride in the level of care and attention all our equine participants receive.
- This year Goodwood put up lots of signage in the stable yard showing the main signs and symptoms of overheating horses to ensure everyone remained really vigilant.

Over 19,000

Accounts reached from
Instagram post from 1
August on 'keeping
horses cool'

89,509

On-site attendees were
presented with the
HorsePWR
advertisements

35,449

Accounts reached from
Instagram post from 30
July on 'behind-the-
scenes' care

Over 11,500

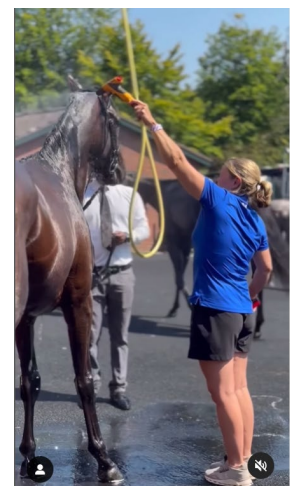
Views on the Instagram
stories during Qatar
Goodwood Festival

Over 58,000

Views on the Instagram
Reel

No horses received
veterinary treatment
during the five days of
QGF

Supporting Information (max 1 slide)



championseries and 3 others
marcsibilia • MARC SCIBILIA - CLOCKS

rich_coughlan19 A deserved shower 🥰
4 w 1 like Reply

mimi_o_grady Amazing to see this 🥰
4 w 4 likes Reply

suzanneborthistle Beautiful
1 w Reply

stevensonrockinghorses Very well deserved cold winners rug and shower. What a day that was. Horse's welfare fist always 🙌🙌🙌

Liked by eleanorfranchitti and 3,032 others
30 July

Add a comment...



THOROUGHBREDS
DESERVE
THOROUGH
CARE

From the moment a Thoroughbred is born, they're supported by a team of experts who are dedicated to every aspect of their development and care. To find out more, visit horsepwr.co.uk

#horsepwr



WE'RE ABOUT
PASTURES
NEW
NOT PUT OUT
TO PASTURE

Retraining of Racehorses is the sport's charity partner 100% dedicated to helping former racehorses thrive in new careers after running their final race. To find out more, visit horsepwr.co.uk

#horsepwr

5:13

QGF • 30 July



That post-race cool off 🧊

Add a comment...

5:13

QGF • 30 July



Perfect in this heat 🐾

Add a comment...

5:14

QGF • 31 July

He's got a proud team around him! 🥰



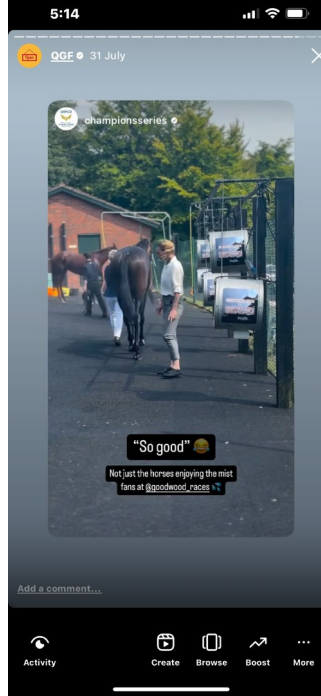
"So good" 🥰

Not just the horses enjoying the mist fans at @goodwood_races 🙌

Add a comment...

5:14

QGF • 31 July



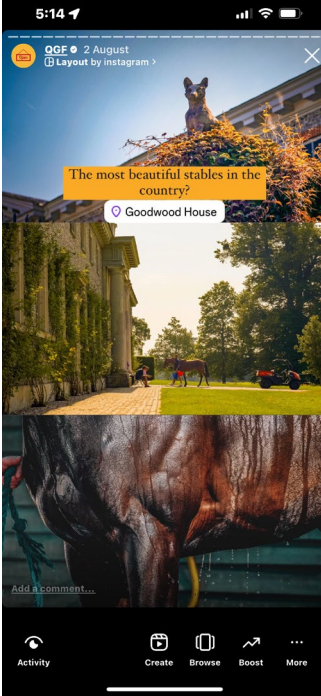
Add a comment...

5:14

QGF • 2 August

The most beautiful stables in the country?

Goodwood House



Add a comment...

5:14

QGF • 31 July



Keeping horses cool in hot weather 🧊

READ THE ARTICLE

Add a comment...

5:18

QGF • 1 August



First things first, a drink and a cool down for the Qatar Nassau Stakes winner 🥰

Add a comment...