



Showcase
& Awards
2025

JOCKEY CLUB RACECOURSES

RACING TOGETHER COMMUNITY AWARD SUBMISSION

100,000 OPPORTUNITIES FOR YOUNG PEOPLE TO
EXPERIENCE OUR SPORT
&
CITY OF SPORTING EXCELLENCE, AINTREE



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Objectives

- In 2025, The Jockey Club announced a pledge to provide 100,000 opportunities for young people, up to 18 years old, to experience the joy of racing over ten years.
- The Jockey Club will aim to continue to provide quality repeat racing opportunities across all racecourses, estates and gallops.
- The Jockey Club currently provides thousands of opportunities to young people to experience racing but the aim to expand that in a co-ordinated project.
- The City of Sporting Excellence, part of the 100,000 project, aimed to harness the power of 'The People's Race' and collaborate with major sporting institutions, Liverpool FC and Everton FC to inspire and provide an educational day for hundreds of young people in Liverpool and the wider city region.
- The City of Sporting Excellence aimed to showcase Liverpool as the best sporting city in the UK who also gives back and provides aspirational moments for young people.



As part of the Jockey Club's pledge in 2025 to provide 100,000 opportunities to young people over the next ten years, The City of Sporting Excellence event at Aintree helped to launch this new initiative.

Working in conjunction with Liverpool FC and Everton FC, Aintree delivered a day of inspiration and aspiration where 320 children, aged 12-13 years old, from seven local schools had the opportunity to come to Aintree and learn ball skills and team building from the football clubs in the middle of the course, as well as racing education sessions from Aintree.

Groups were split into two and half went to ball skills and team building and the other half went to Racing Education session as per below. After a short break, the groups switched. Aintree staff members lead each group and moved smaller groups around the below sessions to ensure a full rounded experience for the children.



Racing Education

Winner's Enclosure – Pony Care and Anatomy of a Horse– 15mins

Head Vet, Chris Proudman explained the anatomy of a horse and care opportunities for Pony Care

Weighing Room – Meet a jockey – 15mins

Meet a Grand National winning jockey, 2012 Grand National winner, Daryl Jacob, and learn about the inner sanctum of the sport

The Chair - Build a Grand National fence – 15mins

Opportunity with the groundsteam to get up close to the Chair which was partly built and for the children to learn about the fences and wider groundsmanship

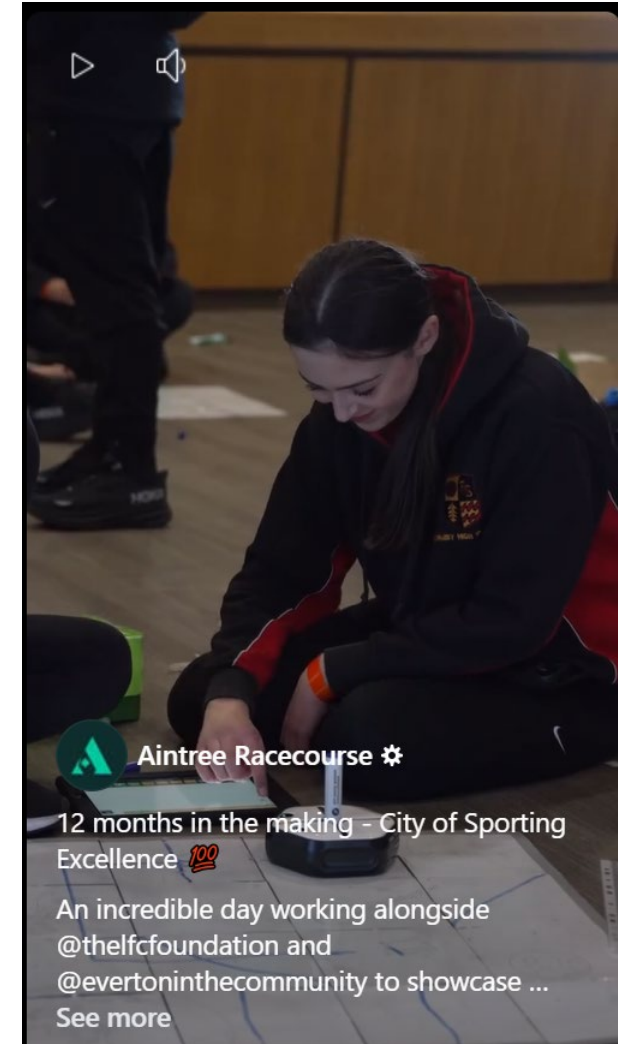
The Stables - Farrier Display – 15mins

What is a farrier and learn the importance of farriers and shoeing in a horses' life and career

Equestrian Centre A showjumping display within Aintree's International Equestrian Centre and explanation from the General Manager

Results

- A first of its kind where three major sporting organisations joined forces in Liverpool to provide opportunities for 320 young people. Aintree were the conduit with Liverpool and Everton never embarking on a joint community project before due to football rivalry.
- Feedback was exceptional across both clubs and attendees with a second City of Sporting Excellence event taking place in March 2026.
- Local media coverage including BBC Radio Merseyside, Capital Radio, LBC, ITV Granada and The Liverpool Echo <https://www.liverpoolecho.co.uk/sport/other-sport/horse-racing/schoolchildren-experience-power-sport-aintree-31118089>
- Link to Content Video [here](#) and on image opposite
- Both clubs covered it on their social media and LFCTV and Everton TV <https://x.com/EITC/status/1895526240360030319>
- Local schools posted on social media <https://www.dixonscr.com/news/city-of-sporting-excellence>
- Racing Together <https://www.racingtogether.co.uk/news/premier-league-giants-join-aintree-racecourse-to-promote-liverpool-as-a-city-of-sporting-excellence-to-young-people/>



Supporting Information



Francis Hargreaves, Liverpool FC Foundation

"This was one of the best events we've been involved in with the feedback from the schools thanking us for a great opportunity for their children. The young people have given overwhelmingly positive feedback too. Look forward to next year"

Mick King, Everton in the Community

"An excellent event and it shows the power of collaboration between the three major sporting powers in Liverpool. The children had a brilliant time and learnt a lot about racing. A few of the children want to come back and learn more and plenty want to come racing for the first time. Thanks again."

Steve Rotherham, Metro Mayor of Liverpool City Region

"A thoroughly enjoyable and inspiring event for young people in our city and something that is very much needed. Look forward to supported more events like this"