



Showcase
& Awards
2024

The Jockey Club – Gallagher Community Partnership

The Racing Together Community Award



Proudly partnered by



RACING POST



Objectives



- To offer experiences outside of race days for young audiences from diverse and disadvantaged communities to learn more about what the racing industry offers
- Enhance and develop the positive impact and role that Gallagher and The Jockey Club have within local communities by providing access to and behind the scenes experiences of racing yards, studs and racecourses
- Showcase the breadth and diverse nature of career opportunities within the racing industry available to everyone
- Facilitate opportunities within The Racing Industry to interact with horses and enjoy the physical and mental benefits that it brings
- Exceed our Partner Gallagher's wider objectives including brand awareness, consideration, lead generation, develop their commercial support for the racing industry and enhance their CSR aspirations



Delivery

- Execution of eight experience days to date – Four Junior (age 8-13yrs) & Four Youth (age 14-18yrs), 450 attendees so far
- Recruitment of Youth category via Rio Ferdinand Foundation to reach the most diverse communities to fulfill the places on offer from across the country including Manchester, Liverpool, London and Cambridge
- An example of a Youth Experience Day includes a visit to a yard where the attendees will see horses in their daily routine: visit the stables, watch them in their daily exercise routine, learn about their nutrition and the level of care at every stage of their training and hands-on experience grooming & feeding a horse. The second half of the day takes place at a racecourse where the attendees will see and be talked through the various areas of the racecourse such as the track itself, the weighing room and hospitality facilities. The day ends with a careers session where staff from a range of roles within the Jockey Club and a Gallagher employee do a short presentation on what their role entails, how they got there and educate participants on the various roles and opportunities in the thoroughbred racing & bloodstock industries. Goody bags provided for all attendees including racing industry & Gallagher career leaflets & ticket vouchers for any Jockey Club Racecourse
- A number of key industry figures provided by the Jockey Club to engage with & inspire the attendees, including Sir AP McCoy, Barry Geraghty, Alice Fox-Pitt, Andrew Thornton, Rachael Blackmore, Richard Johnson & Ed Chamberlin as well as world champion boxer Natasha Jonas. The remaining days in 2024 include further personnel such as Khadijah Mellah and Frankie Foster at Epsom.
- A Junior Experience Day is part of a collaborative effort with Racing to School to offer local school aged children access to racecourses and the racing industry at large. An example of this is the now dubbed 'Festival Monday' at Cheltenham. Run on the Monday of Festival week, through the partnership, we welcome 100 children from 5 local primary schools to see the inner workings of the racecourse including the weighing room, the Royal Box and learn more about it from stories of some of the sport's stars both human & equine & an opportunity to have their picture taken with the Gold Cup
- Collaboration with the National Stud during the Henry Cecil Open Weekend to introduce a new audience to the breeding industry
- Planned (for 2025 season) to invite all attendees of Youth days back to a raceday in hospitality to keep in touch & follow up conversations around careers and aspirations in the industry
- Gallagher branded Owners digital playback cards & opportunities for bespoke networking events driving commercial value for both the partner & The Jockey Club

Results

- The Jockey Club and Gallagher Community partnership is the first philanthropic sponsorship of its kind in the industry and unique in that its primary objective is purely community-led but, has developed into further commercial opportunities for the two organisations
- **450** = Overall number of attendees from a diverse range of backgrounds to date with six more experience days hosting up to a potential of 320 more, planned to be delivered before the end of 2024
- **19** = Overall number of different schools/organisations involved to date. Some examples include Charter North Dulwick School, Notre Dame School (Southwark), Bonus Pastor College (Lewisham), Bottisham Village College (Cambridge)
- A 14-year-old attendee of the first Newmarket Experience day in July 2023 requested to undertake some work experience with Gallagher. She spent a day with their Specialty team in August 2023 where she learnt of the various opportunities the insurance industry offers. She was introduced to the HR team for their internal graduate scheme and was given a tour of Lloyd's. She continues to remain in touch and engaged with Gallagher on this journey
- One of the attendees (Troy) of the Cheltenham day in September 2023 was invited by the owner of a horse at Jonjo O'Neil's yard to come and experience a unique days' racing with them having seen imagery of the attendee and his horse. Further engagement is planned
- Tours of Jonjo O'Neil's and Hugo Palmer's yards, two visits and comprehensive tours of the National Stud including the foaling units, a Stallion parade, hands-on stable management and careers advice e.g. information on the National Stud Employment Programmes
- Gallagher additional sponsorship of the Baring Bingham (Novices' Hurdle) at The Festival 2024
- The partnership has inflated awareness of Gallagher across the duration (peak uplift +38%) amongst Horse Racing Fans vs Nationally Representative - *source YouGov Profiles*.
- Facilitated commercial introductions to Gallagher as well as the community-led partnership enabling them to demonstrate enhanced CSR examples in their marketing literature



Supporting Information (max 1 slide)



Video wrap of Cheltenham 2023 experience day: <https://www.youtube.com/watch?v=YoR8q9oz4bE>

Video wrap of Aintree 2024 experience day: <https://youtu.be/mE525srsrDA>

Testimonials:

Melissa Fordham, Rio Ferdinand Foundation said 'What we have found is that the people we are bringing from these city centres, especially London, have never seen a horse. The thought of touching a horse, going up to the horse and spending some time with the horse, it's amazing that even after just a short amount of time, they don't want to leave it. And then they ask, how do we get into this? And a realisation that you can still work with the animals but in a business role or a hospitality role or even media and comms. I think when you say Jockey Club or horseracing to young people, they think it's all about being a jockey, but this partnership creates these opportunities for young people to come along, dabble a little bit in different careers and see people on the ground in these careers'

Ed Chamberlin, ITV Racing said "This partnership between The Jockey Club and Gallagher, as well as The Rio Ferdinand Foundation, is the first of its kind at racecourses in the UK and has already created meaningful impact to young people from disadvantaged communities. We all know our sport has a lot to be proud of, so giving children the opportunity to go behind the scenes at world class yards and racecourses, such as Jonjo's and Cheltenham is fantastic. Whether it's learning about the many careers in racing and just getting up close to a horse for the first time, they should be really proud of this partnership, and I and ITV will continue to support this initiative as it delivers on so many levels."

