



Showcase
& Awards
2024

Frodons Friends Wincanton Racecourse

Racing Connection

*'When the sport is thriving
the communities we're part
of thrive aswell.'*



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RACING POST



Objectives

At Wincanton, as part of the Jockey Club, we are committed to shaping the future of racing, not just for the sport itself, but for the communities we serve and for everyone who is touched by this vibrant world. We believe that when racing thrives, the communities around us thrive too. This deep connection between our racecourses and their local communities is central to the Jockey Club's mission.

Powering the future of racing means more than just focusing on the sport; it means ensuring that we have a positive, lasting impact on the world around us. Our racecourses are integral parts of their local areas, and we understand that for racing to truly succeed, the communities we are part of need to succeed as well. That's why our mission is not just about sport, it's about being open, welcoming, and actively involved in the growth and well-being of the places we call home.

Our ethos centers on driving the future of racing forward. Our strategy is designed to build that future by empowering our people, investing in the racing industry, engaging our fans, attracting new audiences, and fostering sustainability. Every decision we make is aimed at ensuring a brighter future for racing, for the communities we serve, and for everyone who shares in this experience. This is why initiatives like taking Frodon and Bryony Frost to visit Wincanton Primary School matter so much, they symbolize our commitment to deepening our connection with the community.

This initiative was paired with a math's lesson given by Racing to School. These programs help inspire and educate the next generation, using the unique and exciting context of racing to bring learning to life. Through initiatives like these, we are not just promoting a sport, we are nurturing the future of our communities and ensuring a legacy that benefits everyone involved.



Delivery

Before the start of each season at Wincanton, we host a special community event that brings racing to the local community. One of our biggest and most anticipated days early in the season is Badger Beers Chase Day, a highlight of the calendar. This day presents a fantastic opportunity for us to reach new audiences, and we are always seeking ways to combine the excitement of our premier race day with meaningful contributions to the community. Our strong relationship with Paul Nicholls and Bryony Frost is at the heart of these efforts. Both played a key role in this particular event, helping to create a dynamic and memorable experience for everyone involved. Their involvement adds a special touch to our community initiatives, strengthening the bond between racing and the local community. A key partner in making these events possible is Racing to School. Their strong connections with local schools have been invaluable, enabling us to engage directly with young students in ways that inspire and educate. Racing to School worked tirelessly to connect us with Wincanton Primary School, and their efforts were instrumental in organizing a memorable day for the students. On the day of the event, Racing to School sent Robert Bellamy to give the children a mathematics lesson using racing as a fun and educational context. Robert also conducted an engaging interview with Bryony Frost, giving the students a chance to ask questions and learn directly from one of the sport's stars. The trust and support from Wincanton Primary School were crucial to the success of the event. The school graciously welcomed us, allowing us to bring a live racehorse into the schoolyard, along with racecourse staff, yard staff, and media personnel. Coordinating an event of this scale, which involved gathering all the children in one place and ensuring a smooth experience, required extensive internal planning and organization. However, with the dedication of everyone involved, we were able to create a truly special experience that celebrated both the sport of racing and our connection to the community.



Results

Running a community event yields numerous intangible benefits that extend far beyond the immediate excitement of the day. These events foster a sense of unity and belonging among attendees, enhancing the community's social fabric. They create lasting memories and build stronger relationships between our organization and the community, fostering goodwill and trust. Wincanton Racecourses involvement in such an event is to foster and develop long lasting ties between the sport of horse racing and the communities which we are honoured to be a part of.

They provide opportunities for personal growth, learning, and inspiration for all involved, particularly when integrating educational elements. Ultimately, these intangible results help to create a positive, lasting impact that strengthens the bond between our racecourse and the community, ensuring mutual support and shared success long into the future.

Wincanton Racecourse are currently in the thick of organising a much larger event to take place in November 2024 which will see involvement from multiple racing organisations with the ambition of creating even better memories for the young people in the locality! Keep your eyes peeled for what's coming next....



Supporting Information

WINCANTON SCHOOL PUPILS ENJOY VISIT FROM STAR RACEHORSE FRODON

Articles:

- <https://www.bbc.co.uk/news/articles/c51829dg97zo>
- <https://blackmorevale.net/wincanton-school-pupils-enjoy-visit-from-star-racehorse-frodon/>
- <https://somerstleveller.co.uk/education/wincanton-school-pupils-enjoy-visit-from-star-racehorse-frodon/>
- <https://www.thejockeyclub.co.uk/wincanton/media/news/2023/10/frodon-and-bryony-frost-go-back-to-school-ahead-of-next-months-badger-beer-handicap-chase/>

Social Media:

- <https://x.com/TheJockeyClub/status/1716830806226923752>
- https://www.facebook.com/search/top?q=frodon%20wincanton%20primary&locale=en_GB
- <https://www.tiktok.com/@thejockeyclub/video/7293575848647576865>

