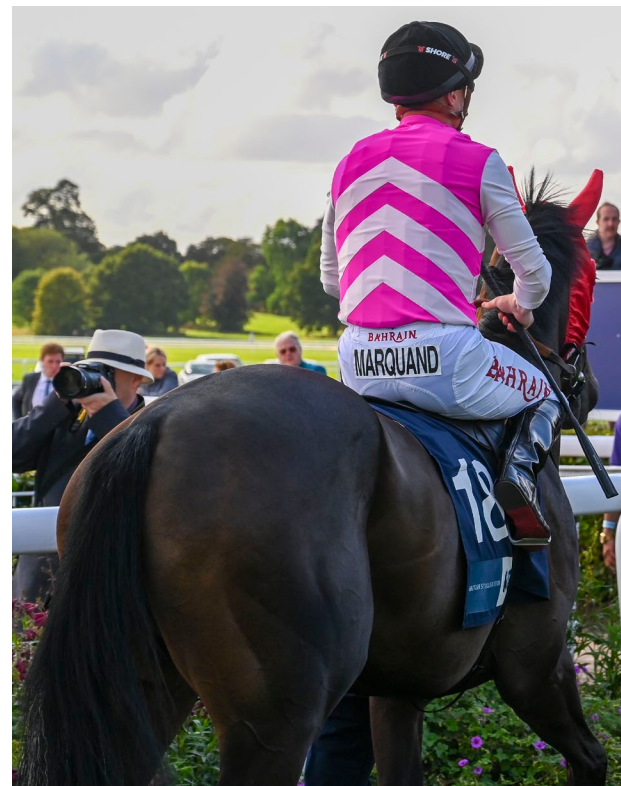




Showcase
& Awards
2024

York Racecourse

The Racing Connection – Under Jockeys Orders



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RACING POST



Objectives



Showcasing our sportsmen, the jockeys*, to engage with current and new fans of horse racing, as well as reaching new audiences in our sport is vital to maintain and grow participation – whether through attending racecourses, watching on television or engaging through other forms of media. We were determined to pathfind a package of measures, working in a collaborative partnership with the Professional Jockeys Association (PJA), Great British Racing (GBR) and other partners to really lift a lid on our jockeys and showcase their talents, lifestyle and personalities. We wanted to create an initiative that can be copied and adapted by other racecourses and across the industry moving forward.

Our objectives in showcasing our sportsmen;

- To build awareness and interest in our leading jockeys, helping to drive the sport's narrative, editorial content, and fan engagement
- Engage, entertain and educate sport fans of all ages
- To use our leading jockeys to expand the knowledge of horseracing among the wider public
- To use our leading jockeys to enhance the experience of existing fans/racegoers
- To trial new ideas to innovate, enhance and differentiate a raceday
- To create entertaining content that highlights how horseracing is changing in the 21st century to appeal to new audiences

* Especially in a post Frankie Dettori era.

Delivery

- A day of the Sky Bet Ebor Festival chosen by York to showcase leading jockeys (deliberately a high profile & feature raceday) – the day of various activity titled “Under Jockeys Orders” to provide a focus that resonates with the media as well as easily engages racegoers
- Digital output under #UnderJockeysOrders, engaging with World Horse Racing, Racing TV, ITV Racing, Clifton Green Primary School and linking in with the PJA and GBR social channels – utilizing York’s existing strong partnerships
- Clearance from the BHA to record new perspectives including special camera glasses on the starter (1989 Joint Conditional Jockey Champion, Stuart Turner) and a spotlight on nutrition in the Weighing Room with Dan Martin (Performance Nutritionist, BHA) – York led, with support from the BHA, World Horse Racing and Raceday TV to deliver
- For the first time, jockey names on the back of breeches – York helped to push over the line, allowing the PJA to drive and deliver the initiative, with York and GBR supporting the PR platform
- Dedicated filming by Raceday TV, designed to reach beyond racing with a focus on nutrition and training – invited by York
- The Jockey Gym in the Clocktower Enclosure hosted by a jockey specific personal trainer & inc. jockey appearances – led by GBR
- Autograph & selfie sessions from jockeys including Ryan Moore (the world’s best jockey that doesn’t usually do these sessions) and reigning Champion Jockey William Buick – York, PJA and GBR working to deliver optimum output
- Introduction of leading jockeys video commissioned through Racing TV used on big screens and digitally – York led initiative, utilising under used green screen resources produced by GBR with help from woman of the moment, Taylor Swift!
- Getting to know jockeys more with ask a Jockey questions including, ‘Choose your four dinner guests’ and ‘Your idol growing up’ to use on Instagram and in the racecard – York led, PJA facilitated
- Organised and programmed press huddle with Tom Marquand and Hollie Doyle on the Thursday, coverage in the Racing Post and on socials – PJA led, York facilitated
- Favourite Jockey stickers produced for the day – York, PJA and GBR working to deliver optimum output
- Ex-jockeys featured on the Punter’s Panel – Paul Hanagan and Martin Dwyer - York led, PJA facilitated
- Nunthorpe Calling with Richard Hoiles – four Coolmore Nunthorpe winning jockeys – Jason Hart, Sean Kirrane, Paul Mulrennan and Luke Morris – coached by Richard to commentate on their wins. Recorded for us on television and digitally – York led, PJA assisted
- Pre-records of digital output carried out at the Dante Festival included;
 - Clifton Green Primary School children interviewing leading jockeys asking their own questions such as, ‘Have you ever ridden a winner?’ and ‘Do horses have personalities?’ – jockeys included Ryan Moore, Oisin Murphy, Holly Doyle, Jo Mason and Jason Harte
 - Interviews with ex-jockeys who work at York Racecourse

Results



- Two dedicated press releases about Under Jockeys Orders to national & regional press = huge pickup
 - Front page of the Racing Post for names on the back of breeches
 - Second page of The Telegraph in print for names on the back of breeches and online article – “Jockeys to wear surnames on breeches in move to modernise horse racing” - [Jockeys to wear surnames on breeches in move to modernise horse racing \(telegraph.co.uk\)](https://www.telegraph.co.uk/sport/horseracing/under-jockeys-orders/)
 - Coverage by The Sun online - [Jockeys to have their names plastered across their bums for first time ever in bid to 'highlight their personalities' | The Sun](https://www.the-sun.com/sport/horseracing/under-jockeys-orders/)
 - Sporting Life Coverage - [Jockeys will be involved in novel activities at York Ebor Festival \(sportinglife.com\)](https://www.sportinglife.com/news/horseracing/under-jockeys-orders/)
 - Coverage in the Daily Mirror with Oli Bell – ‘York putting fans firmly in picture’
- [Interview with Ryan Moore](#) by Clifton Green Primary School children has had over 200,000 views on social media, and 3,500 likes. On Instagram 91% of those views were from non-followers of York Racecourse
- Nunthorpe Calling series viewed over 71,000 times. On average 75% of the viewers on Instagram were non-followers of York Racecourse
- The Jockey Gym appeared all week, coverage of the gym received 625k views with views across GBR, BCS, York, WHR and RacedayTV. World Horse Racing received 2.1million views on one TikTok of The Jockey Gym at York
- #UnderJockeysOrders content on World Horse Racing reached over 550,000k across six social media channels
- 3,000 ‘My Favourite Jockey is’ stickers given out across the racecourse on the day including to children and worn across the Tote and racecourse staff
- Ryan Moore and William Buick jockey signing & selfie combination out for 40 minutes, with 200 signing cards used across all the jockeys
- Taylor Swift – Welcome to New York jockey introduction each day on the big screens using the blue screen technology featuring York strike rate and jockey age – Oli Bell (in Saturday’s Daily Mirror), ‘It’s welcome enterprise – .. – and I hope it’s taken up and developed by other tracks.’
- Jockey Nutrition piece viewed over 15,000 times on Instagram with ‘Great content’ comment
- Aspects of initiative to be rolled at across other racecourses through the PJA, with discussions progressing

Supporting Information (max 1 slide)



Taylor Swift promotional video
– [click here](#)



“Class to see this side of him” – “Wonderful to see these top-class riders connecting with future generations of the sport” – “This is just great” – Social media comments on Ryan Moore interview

“York has been a great supporter of the PJA and our members over the years so it was a real pleasure collaborating with them on this initiative which certainly seemed to resonate with racegoers, viewers and across social media.” – Nick Attenborough, PJA

Jockeys to wear surnames on breeches in move to modernise horse racing

Idea to be trialled in hope of making riders ‘the stars of the sport’ and driving engagement with a younger audience

Jessica Hopkins
13 August 2024 • 5:22pm



David Mulrennan, who won the Nunthorpe Stakes back to back in 2015 and 2016, gave the effort made to 'try new things' | PHOT: GUY LAW

