



Showcase
& Awards
2023

York Racecourse

Remy reaching the places other racehorses
can't



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RACING POST



Objectives

THE FIRST Equine Ambassador, Remy

We know the value of the thoroughbred in improving mental health & connecting the sport to the community.

We formally recognised Remy's importance in educating our racegoers & the new generation by adopting him as our Ambassador.

As part of this role Remy visited St.Leonard's Hospice in 2022, meeting three terminally ill patients.

How could we build on one incredible visit?

The visit's significance, for the patients, staff and our team led to a desire to expand the unique and special ways that York Racecourse can offer experiences to our community with Remy. From the end of our 2022 we sought to;

- Add structure to our community work

- WHY? We have been here since 1731, and we wanted a way to further cement the racecourse's standing as a major asset of York.

- HOW? KPI - Target at least three external visits for Remy during 2023

- Increase the positive impact of community work

- WHY? Our community work has been similar for a number of years – and although adds value, did not have a USP that really made the Racecourse stand out & weren't really initiatives the created positive PR for the course.

- HOW? KPI – Increase the number of people Remy meets by 50%, KPI – Capture Remy's work in meaningful way

- Use our Equine Ambassador to expand our reach

- WHY? We wanted to move from very local to the wider region and the online community. Identifying that online had also become our community.

- HOW? KPI – Capture the special moments that Remy creates in a social media film, KPI – Reach over 100,000 views on social media



Delivery

- Appoint a dedicated Remy champion in the York Racecourse team to ensure there was a focus of his role during the busy racing season.
- Attach real life case studies on the research released in July from Bristol University via the International Forum of Racehorses on the mounting evidence that former racehorses are particularly well-suited to providing Equine Assisted Services and Equine Assisted Therapy.
- Identify the key aspects of Remy's work in 2022 that were a success and build on these.
- Expand our Community Programme to provide further opportunities for New Beginnings and Remy to be involved.
- Create a programme of visits for Remy.
- Engage with St.Leonard's Hospice to expand on the 2022 visit.
- Engage with wider industry initiatives and partners.



Results

Add structure to our community work

- Harriet Rochester, specialist in equine welfare comms, was a dedicated resource to support Remy's community programme
- A comprehensive programme of events for Remy, with three visits already carried out and three more visits planned until the end of the year – surpassing the KPI aim of two visits to six. These include; St.Leonard's Hospice, St.Gemma's Hospice, Clifton Green Primary School, Dringhouses Primary School, York in Recovery and I am Reusable

Increase the positive impact of community work

- On three external visits so far Remy has met 450 people in hospices & schools with York Racecourse. 30 times the number from 2022 and 2900% more (the KPI was 50%!)
- Inviting York Inspirational Kids (YIK) to our Family Sunday, providing a bespoke talk, tour and opportunity to meet Remy – YIK is a support group of families of children and young people who have a disability and/or additional need and live in the York area

Use our Equine Ambassador to expand our reach

- Remy surprised 400 Clifton Green Primary pupils during their assembly for National Racehorse Week. Plus individual pupils were chosen to meet Remy, those that teachers felt would benefit from the special experience the most. William Derby, our Chief Executive helped the children feed Remy polos – “When they were able to stroke his nose and pat his next, you really hope it makes a connection and plants a seed for later life to love racehorses.”
- We have created not one but five social media films of Remy, partnering with Great British Racing, British Champions Series, St.Gemma's Hospice, St.Leonard's Hospice, World Horse Racing and Clifton Green Primary School. Our KPI was 100,000 views, the current number of views is 356,135. The reach is 342,676 and crucially 308,663 are non-followers of our channels.
- Retraining of Racehorses launched Horses for Courses based on the success of the relationship between New Beginning and York Racecourse, and Remy – taking our Equine Ambassador reach across the country

Programme of visits

Meeting nearly 500 individuals

Reaching 308,663 beyond our followers

Supporting Information

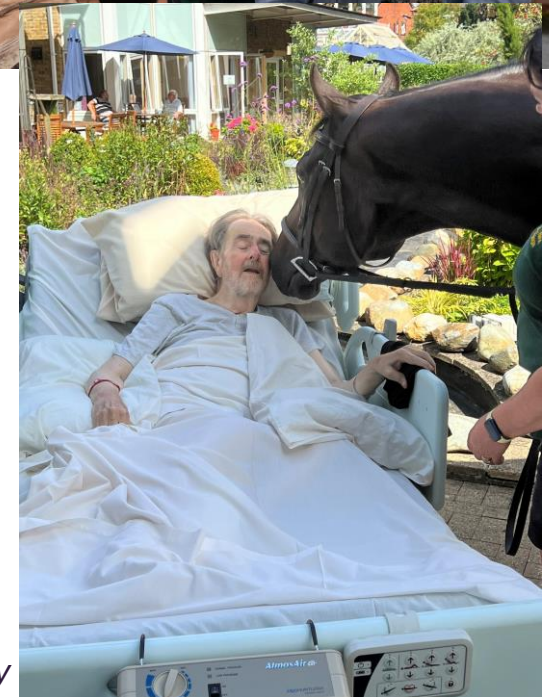
‘He stood there like a saint’ –
Goldream the perfect pupil
as he leads school assembly *Racing Post headline*



- **St.Leonard’s Hospice** – We were able to directly benefit John Kirk (top right) who has Parkinson’s Disease. His wife Jan said, ‘It’s brought John to life, I’ve not seen him animated like this in a long time or move so well. It’s remarkable.’ John has a history with horses as his first job after qualifying as a doctor in 1958 was in Africa. His job involved travelling many miles every day in remote, mountainous terrain on horseback seeing patients, so being up close with Goldream and Poppy today was especially poignant for him.’ This year Remy met 30 people at St.Leonard’s Hospice, ten times the number he met on his first visit!
Rachel Banks, Occupational Therapist at St Leonard’s said, ‘Thank you to all involved in making this invaluable visit happen.’



- **St.Gemma’s Hospice, Leeds** – Reaching a community beyond York, Sister Clare Dixon said, ‘It was heart-warming to see patients interacting with Remy. Both horses created a sense of calm and comfort and helped with overall wellbeing.’ On the day Remy met 12 patients & families and 6 receiving bereavement support. Their overall social media reach from one post was 60,532, reported as ‘performing higher than our regular posts’.



- **Clifton Green Primary School** – Nicola Jones, Headteacher, ‘Having Remy visit school today has been a magical experience which we know many will remember for years to come but most importantly the children will have learned about the positive impact animals can have in our lives.’

View our Remy reels and videos [here](#).

Andrew & Remy