

# National Racehorse Week

## 2021 REPORT

A CELEBRATION OF A LIFE WELL LIVED



# HEADLINE NUMBERS



**RECORD** **+3,500**  
**ATTENDEES**  
AT TRAINING CENTRE OPEN DAYS

Newmarket **1,800** / **+70%**  
Malton **1,148** / **+6%**  
Epsom **556** / **+39%**  
(vs. 2019)



**132 YARDS**

opened to the public including Epsom,  
Malton and The Henry Cecil Weekends

**OVER 11,000 PLACES**  
WERE SIGNED-UP IN ADVANCE  
**TO 85 OPEN DAYS**



**PR VALUE** of **£1,893,545** from **print** and **online coverage**  
(excl. broadcast) (10:1 investment return)



**DIGITAL REACH OF**



#NationalRacehorseWeek  
and #LoveTheRacehorse

**15.28 MILLION**



**95%\***

**OF ATTENDEES**

said that they had a **positive impression of racing**  
having attended an open day  
vs 23% of the general public

**95%\***

**of attendees**  
learned more  
about racehorse  
care **after their**  
**open day visit**



**3 MP**

**VISITS**



**5 RACING**  
**TO SCHOOL**

yard visits  
introducing



**OVER 600**

**young people** to racing



Total digital reach on twitter of  
#NationalRacehorseWeek and  
#LoveTheRacehorse:



**15.28 MILLION**



Total video views of any GBR  
welfare related video:



**5.12 MILLION**



Total PR reach:



**25,886,078**



Total pieces of coverage:



**582**





# CAMPAIGN RESULTS



## MEASURE



## TARGET



## RESULT

|   |  |  |
|---|--|--|
| <b>Audience research</b> . . . . . ➤        | <b>Positively</b> influence attendees on welfare . . . . . ➤   | <b>95%*</b> of attendees said that they had a more <b>"positive impression of racing"</b> having attended (vs 23% of the general public) *of post event survey respondents |
| <b>Training Yards</b> . . . . . ➤           | Participation from <b>110</b> training yards . . . . . ➤   | <b>132</b> yards participated <b>+20%</b> overachievement  |
| <b>Website sign-ups</b> . . . . . ➤         | <b>50%</b> of attendees to have pre-registered to attend a yard / event . . . . . ➤                              | <b>100%</b> of places booked up in advance <b>+100%</b> overachievement  |
| <b>Press and Media coverage</b> . . . . . ➤ | <b>250</b> pieces of media coverage . . . . . ➤  | <b>582</b> pieces of coverage (235 broadcast, 171 print, 140 online) <b>+132%</b> overachievement  |
| <b>Social media engagement</b> . . . . . ➤  | Surpass the <b>11M</b> Digital reach of the Hollie Doyle BBC Sports Personality of the Year Campaign . . . . . ➤ | <b>15.2m</b> digital reach <b>+38%</b> overachievement   |
| <b>Attendees</b> . . . . . ➤                | <b>40%</b> of attendees from new/non-racing audiences . . . . . ➤  | <b>28%</b> of attendees were non-core racing fans (Casual 15%, Social 4%, New 9%) <b>-30%</b> underachievement<br><small>*see page 15 for further detail</small>           |



# PR HIGHLIGHTS

## TOTAL REACH

25,686,078

## TOTAL PIECES OF COVERAGE

582

## PR VALUE OF

£1,893,545

from **print** and **online coverage**  
(excl. broadcast) (10:1 investment return)

There were an additional 36 features including podcasts, blog, and advertorial



### PRINT



171

PIECES

12,107,920

REACH

### ONLINE



140

PIECES

13,456,543

REACH

### BROADCAST



235

PIECES

121,498,117

REACH

# PRINT & ONLINE HIGHLIGHTS



112,778

REACH

2,009,108

REACH



1,087,548

REACH

21,000

REACH



# BROADCAST HIGHLIGHTS

BBC Look North

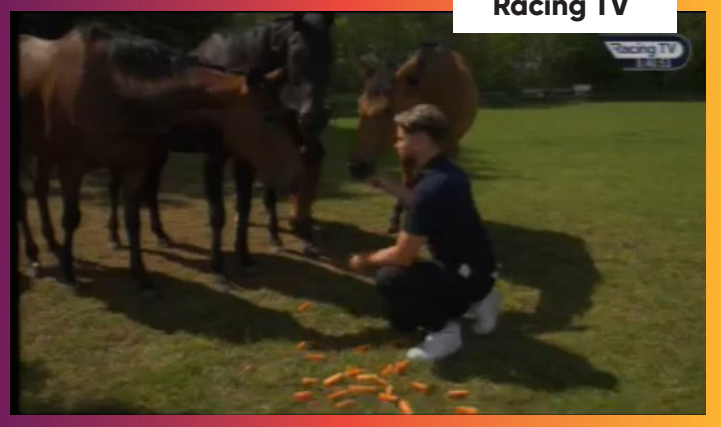
Reach: 824,001



Sky News



Racing TV



ITV London News

Reach: 3,766,000



Reach: 324,000



Reach: 13,459

# RACING POST

## RACING POST

Monday, September 15, 2023 Stay ahead of the field with the free Racing Post app £3.90

**LIFE OF A RACEHORSE**

Foals in focus in the first of a special series for National Racehorse Week, pages 10-31

**My favourite racehorses**

Leo Metherell, page 3

**David Carr at Malton Open Day**

Page 5

### Johnny's joy

Classic success as a trainer in Irish St Leger for Classic-winning jockey Murtagh page 2

### Appleby on the Galtes trail

Latest Godolphin star emerges in National Stakes page 4



Today's cards: [Owlcrest](#) vs 38 [Othello](#) vs 20 [Brighton](#) vs 32 [Kempston](#) vs 45

**CORAL**

**GET A FREE BET UP TO £10**

IF YOU HAVE FINISHED WITH A LENOVO OF THE WEEK

**STOP**

AVAILABLE EVERY DAY OF THE FLAT SEASON

## LIFE OF A RACEHORSE

Five-part series focusing on racehorses at different stages of their lives

### 'If I was a horse living in a paddock like this, I'd think life was pretty good'

Julian Muscat goes to Irish St Leger for Classic-winning jockey Murtagh page 2

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Friday, September 15, 2023 Stay ahead of the field with the free Racing Post app £3.90

**THE EX-RACEHORSES ENJOYING AN ACTIVE RETIREMENT**

Peter Thomas visits the British Racing School in Newmarket for the final part of our Life Of A Racehorse series, pages 6-7

**Shadwell to sell 'substantial' number of horses to focus on quality**

Russell raring to go on return to action

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## LIFE OF A RACEHORSE

Friday, September 15, 2023 racingpost.com

### 'People care - and the love for old racehorses shines through years down the line'

Senior features writer Peter Thomas finds ex-racehorses enjoying their retirement at the British Racing School

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**MEET ROSIE AND BEAN**

**SOCIAL MEDIA SENSATIONS**

That's Rosie Margaron and eight-year-old Caribbean Spring - focus of today's Life Of A Racehorse Pages 6-7

**STOP**

AVAILABLE EVERY DAY OF THE FLAT SEASON

**AT HOME WITH THE GODSENS AND STRADIVARIUS**

For National Racehorse Week, the Racing Post has visited a number of the five different stages of their lives. In part one, Adam Muscat goes to Newmarket Race Stud to see how foals are reared and nurtured.

**STOP**

AVAILABLE EVERY DAY OF THE FLAT SEASON

**THE LIFE OF A RACEHORSE: THE FOAL**

**'If I was a horse living in a paddock like this, I'd think life was pretty good'**

Julian Muscat goes to Irish St Leger for Classic-winning jockey Murtagh page 2

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**LATEST OPENING UP**

**What goes on in a racing yard? Head to Malton or Epsom open days to find out**

Julian Muscat goes to Irish St Leger for Classic-winning jockey Murtagh page 2

**STOP**

AVAILABLE EVERY DAY OF THE FLAT SEASON

**LATEST WELCOME INITIATIVE**

**First National Racehorse Week to celebrate the sport set for September**

Julian Muscat goes to Irish St Leger for Classic-winning jockey Murtagh page 2

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**LATEST NEWMARKET OPEN WEEKEND**

**Record number of Newmarket yards to open on Henry Cecil Open Weekend**

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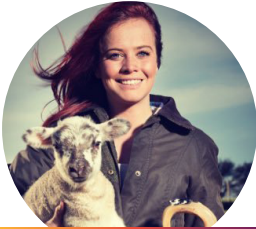


# AMBASSADORS & INFLUENCERS



**Chris Hughes**

**2 million** followers



**Red Shepherdess**

**70.3K** followers



**4x Equestrian Bloggers**

**327.8k** followers



**Mini Travellers**

**67.1K** followers

## TOTAL POSTS & VLOGS



**8**

**Vlogs**



**18**

**Instagram posts**



**2**

**TikToks**



**10+**

**Retweets**



**1**

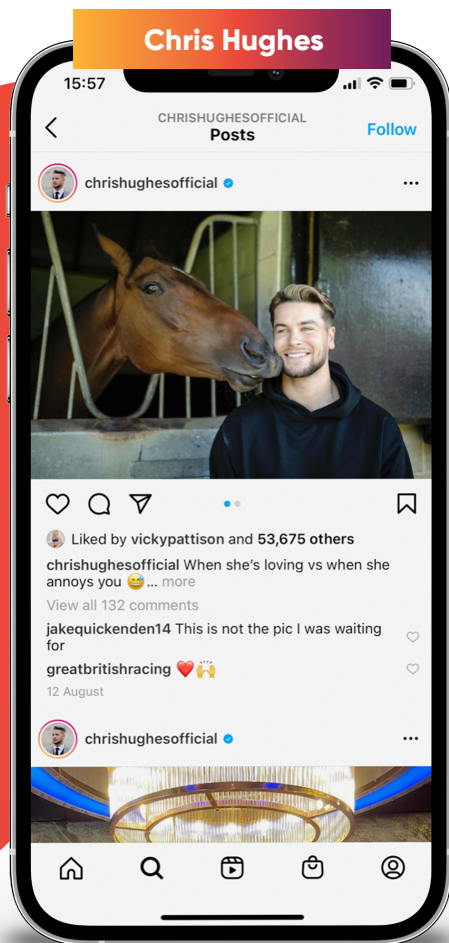
**Blog**

## TOTAL REACH

## OVER 3 MILLION



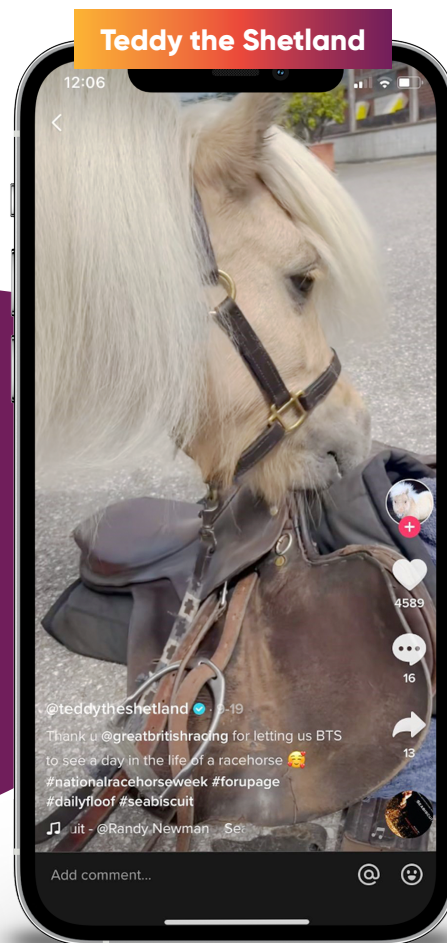
# AMBASSADOR & INFLUENCER HIGHLIGHTS



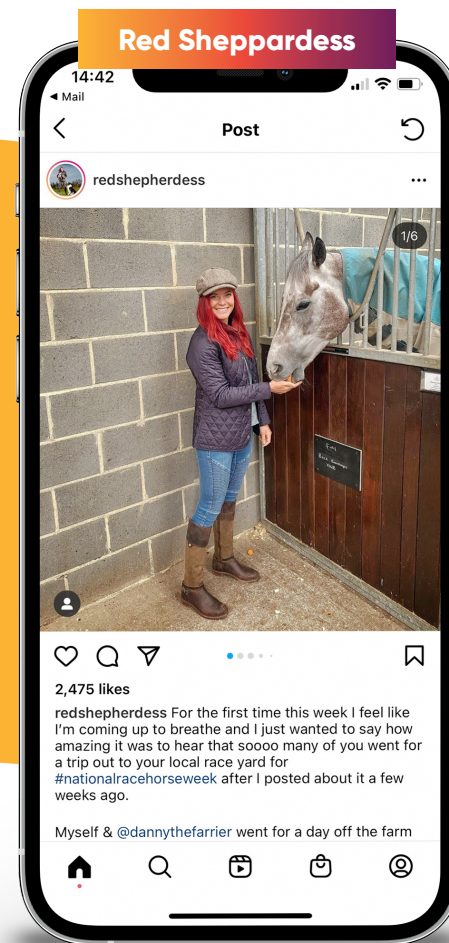
**Chris Hughes**  
**2 million** followers



**Elphick Event Ponies**  
**99.6k** followers



**Teddy The Shetland**  
**160k** followers



**Red Shepherdess**  
**70.3k** followers



# DIGITAL HIGHLIGHTS

## SOCIAL MEDIA

### TOTAL DIGITAL REACH

on twitter of **#NationalRacehorseWeek**  
and **#LoveTheRacehorse**



**15.28 MILLION**

### TOTAL VIDEO VIEWS

of any **GBR welfare** related video



**5.12 MILLION**

## STATS ACROSS THE GBR CHANNELS

### #NATIONALRACEHORSEWEEK



Video views

**3.7 MILLION**



Engagements

**91,000**



Reach

**9.2 MILLION**

### #LOVETHERACEHORSE



Video views

**1.94 MILLION**



Engagements

**128,500**



Reach

**4.42 MILLION**

## WEBSITE



Users

**31,895**



Pageviews

**174,616**



Bounce Rate

**35.29%**



Average Time on Page

**2:46**



External Clicks

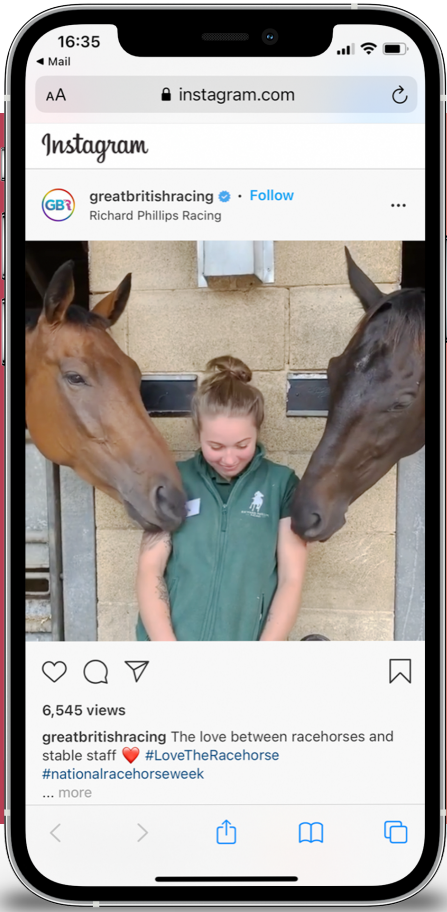
**998 USERS**




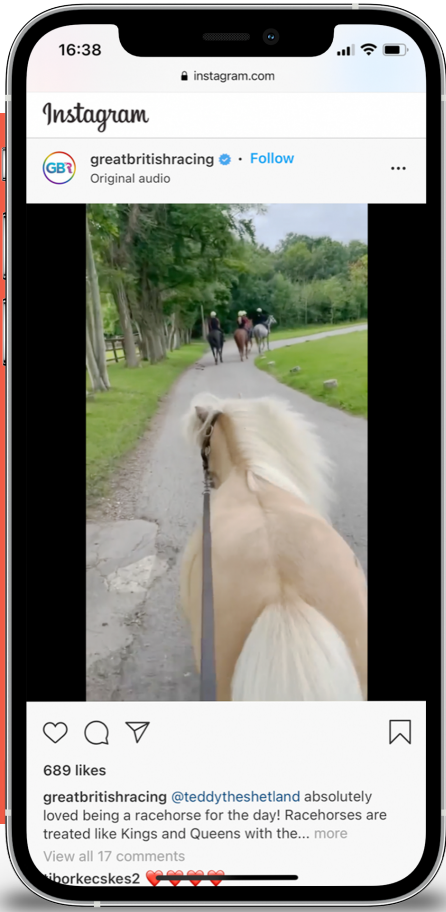
# DIGITAL HIGHLIGHTS



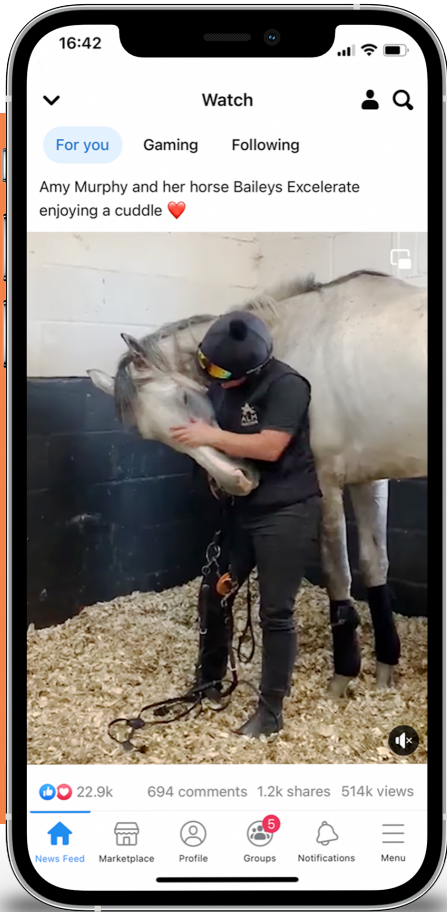
 Impressions: **768,369**  
Media Views: **334,847**




 Impressions: **12,103**  
Media Views: **6,547**



 Impressions: **4,105**  
Media Views: **2,549**



 Impressions: **26,600**  
Media Views: **514,000**

# MEDIA HIGHLIGHTS

## DIGITAL CAMPAIGN

9th August to 19th September

### FACEBOOK & INSTAGRAM



**6.2 MILLION**  
IMPRESSIONS



**537** COMMENTS  
GENERATED

OVER  
**3K**

LIKES

**325**

POST  
SAVES



**700** POST  
SHARES

THERE  
WERE

**461**

CONVERSIONS

### GOOGLE DISPLAY

**3.5 MILLION**  
IMPRESSIONS

OVER **17K**   
CLICKS IN TOTAL

THERE WERE  
CONVERSIONS **29**

### YOUTUBE

**1.3 MILLION**  
IMPRESSIONS

**2,878**   
CLICKS



**127,313**  
COMPLETED VIEWS  
OF THE ADVERT

## RADIO CAMPAIGN

18th August to 18th September

4 REGIONS

**heart**

Cambridge,  
Thames Valley,  
Wiltshire,  
Gloucestershire,  
Somerset



GREATEST  
HITS  
RADIO

North Yorkshire



**TOTAL**  
IMPACTS **4,352,729**





# INDUSTRY AND SUPPORTER HIGHLIGHTS

47.4K followers



Goodwood Racecourse

@Goodwood\_Races

#NationalRacehorseWeek

#LoveTheRacehorse




3:14 pm · 17 Sep 2021 · Twitter Media Studio

27 Retweets

4 Quote Tweets

190 Likes



The Jockey Club


@TheJockeys

#NationalRacehorseWeek

is fast approaching

Here, @EWilliamsRacing tells us why he is proud of the individualised, high-quality care he has for his racehorses

@GBRacing



greatbritishracing.com

In The Spotlight | Love The Racehorse with Evan Williams

53K followers



Ascot Racecourse

@Ascot

Bonds like this between a jockey and horse don't just happen overnight.

@FrankieDettori and Stradivarius are something special

#NationalRacehorseWeek

#LoveTheRacehorse



4:03 pm · 13 Sep 2021 · Twitter Media Studio

30 Retweets

3 Quote Tweets

162 Likes

126.4K followers

## Racecourses

5,021K followers



National Horse Racing...

Follow

15 Sep ·

He's arrived! We're beyond excited to welcome star sprinter, Battaash, to the Rothschild Yard... See more



144

19 comments

8 shares

1.8k views

Like

Comment

Share



ROA Racehorse Owners Association

@RacehorseOwners

Goshen meets his adoring public at Gary Moore's open day for

#NationalRacehorseWeek




11:42 am · 16 Sep 2021 · Twitter for iPhone

5 Retweets

1 Quote Tweet

50 Likes

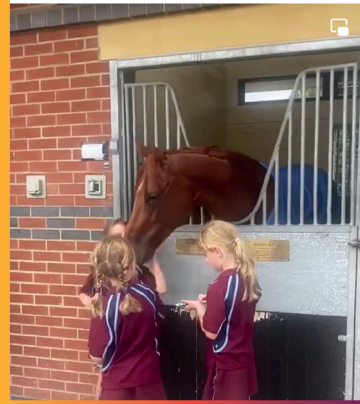


Racing TV

Follow

14 Sep ·

During National Racehorse Week, a reminder that even the toughest athlete out on the trac... See more



186.1K followers

## Stakeholders



ROA Racehorse Owners Association

@RacehorseOwners

This is what #NationalRacehorseWeek is about! Whilst visiting the @MichaelAttwater yard at @RacingWelfare

Epsom Open Day on Sunday, Evelyn and Mary of Modena became firm friends! #LoveTheRacehorse



12:32 pm · 15 Sep 2021 · Twitter Web App

55 Retweets

17 Quote Tweets

284 Likes

8,104K followers

# INDUSTRY AND SUPPORTER HIGHLIGHTS

## Trainers



Emma Lavelle

@ELavelleracing

Happy [#NationalRacehorseWeek](#)  
🐾🐾🐾 [#LoveTheRacehorse](#)



9:22 am · 13 Sep 2021 · Twitter for iPhone

23 Retweets · 1 Quote Tweet · 235 Likes

4,943K followers



Jo Foster Racing

16 Sep · 🌐

Some shots of today's visit to Burley Care Home just across the fields from where we train  
Magda and Pauline do a fabulous job of c... See more



  431

30 comments 17 shares

1,606K followers



Mark Todd Eventing's posts

Mark Todd Eventing is at Ridgeway Foxhill.

19 Sep · Swindon · 🌐

A few shots of our open day for National Racehorse week. [#nationalracehorseweek](#) [#lovetheracehorse](#)



  511

11 comments 7 shares

97K followers

## Jockeys



Hollie Doyle

@HollieDoyle1

These amazing animals power our sport. National racehorse week is a fantastic opportunity to see the care they receive everyday. Visit [nationalracehorseweek.uk](#) to book a place at a yard this weekend. [#nationalracehorseweek](#) [#lovetheracehorse](#) [@greatbritishracing](#)




6:23 pm · 14 Sep 2021 · Twitter for iPad

27 Retweets 221 Likes

29.9K followers



tom.marquand



1,817 likes

tom.marquand These amazing animals power our sport. National racehorse week is a fantastic opportunity to see the care they receive everyday. Visit [nationalracehorseweek.uk](#) to book a place at a yard this weekend. [#nationalracehorseweek](#)

View all 10 comments

greatbritishracing [#LoveTheRacehorse](#)

16 September

25.2K followers



Paul Mulrennan

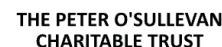
@PMulrennan

I hope you all enjoyed [#NationalRacehorseWeek](#) and got to learn a bit more about our sport to support the week I said I would donate a riding fee for each day I rode to [@NewBHorses](#) I'm pleased to say I will be donating      8 6 8 which will go towards the horses care



4,446K followers

# AN INDUSTRY UNITED



A UNIFIED INDUSTRY DEMONSTRATING PRIDE AND PURPOSE



SHOWING HOW THE HORSE IS AT THE HEART OF ALL WE DO



A LIFE WELL LIVED



RACING POST

ANDY STEWART  
AND  
BIG BUCK'S



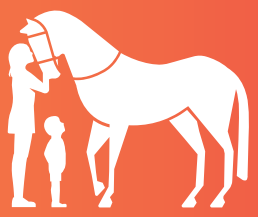


# WHAT DID WE LEARN?

- NRW enjoyed huge support from the industry. Having focused primarily on achieving proof of concept for year 1 and trying to engage as many trainers as possible, in year 2 we will ensure that other areas of the industry are more closely involved, such as closer collaboration with racecourses, owners and breeders and that we use the week as a showcase event for the whole industry
- NRW proved very popular with existing racing fans with 28% of survey respondents being non-core racing fans. In 2022 we will develop strategies to engage with more non-racing audiences and increase the percentage of this audience attending to broaden awareness of racing's welfare record
- Such was the interest in the open days among existing fans, that the majority of the pre-registered space was taken before the main comms and marketing took place. In response to this, we will both increase and reserve capacity for open days in 2022, so consumers attracted by our promotion are able to participate
- The inclusion of virtual activity and the subsequent strong figures, reflected how important it was to create online access outside the open days to create awareness and impact beyond attendees
- Full responsibility for NRW fell to GBR in April 2021, resulting in a very short timeframe for delivery. With the team again set to deliver in 2022, pending funding, next year's National Racehorse Week will have the additional benefit of significantly longer lead- times







# National Racehorse Week

A CELEBRATION OF A LIFE WELL LIVED