



Together We Achieved

 **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

*From post event survey respondents

The national and regional coverage featured in titles including:

RACING POST sky sport news **DAILY Mirror** BBC LOOK NORTH **itv** WEST COUNTRY **heat** The Telegraph
Daily Mail MailOnline YORKSHIRE POST **the Sun** **SUNDAY Mirror** HORSE&HOUND



Print
171 pieces
Reach: 12,107,920



Online
140 pieces
Reach: 13,456,543



Broadcast
235 pieces
Reach: 121,498,117



Attendee Feedback

Top motivations for attending were

- Desire to see how racehorses are cared for
- Desire to find out about racing

95%

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

95%

of attendees said that they had a "positive impression of racing" having attended an open day

Most enjoyable elements of the open days

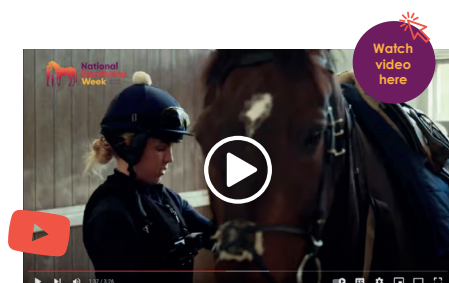
- Seeing the racehorses up close
- Seeing how well racehorses are cared for
- Meeting the stable staff

28%*

of attendees were **NON-CORE FANS** broken down into Casual 15%, Social 4%, None 9%

*From post event survey respondents

Virtual Week | Video Views: 2.57 million



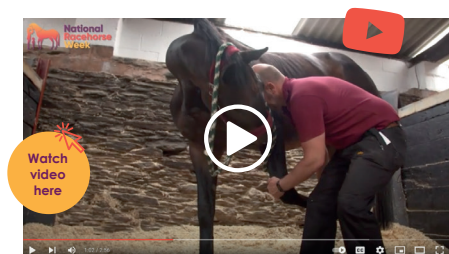
Experience a day in the life of a Groom | 480,000



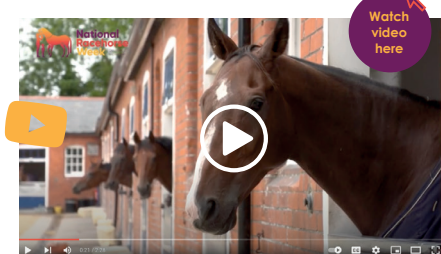
Greatwood Visit | Life after racing | 523,000



Friends for life | Richard Johnson and Menorah | 558,000



Horse Physio | Preparing the Racehorse | 530,000

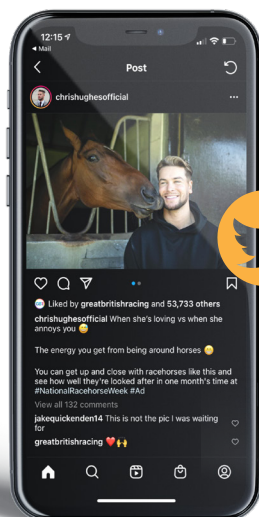


Horse Fitness: How to get a racehorse fit after a holiday | 479,000

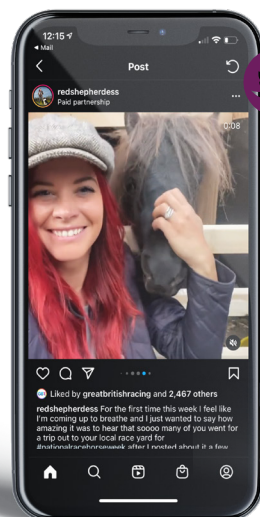
Ambassadors & Influencers

8 x vlogs 18 x Instagram posts
2 x Tik Tok 10 + retweets 1 x blog

Total reach **over 3million**



Chris Hughes
2 million followers



Red Shepherdess
70.3K followers



Teddy The Shetland
160K followers