

Introducing: RacingGroom.com

PROMOTING A CAREER WITH HORSES LIKE NO OTHER

About

Our Purpose

RacingGroom.com is a project designed to help us all in the recruitment and retention of racing grooms, co-funded by Racing Foundation and the National Trainers Federation.

The website is designed to complement the existing industry careers & employment services, with a two-fold mission:

- **Communicate value, rewards, and respect to existing racing staff.**
- **Inspire and inform potential racing staff about the invaluable role of racing grooms, and how to get involved.**

The vision of the website and community hub encompasses an aspiration for a much wider cultural shift in stable staff attitudes and job satisfaction. We want racing grooms to not only feel value from us as employers, but to see real worth in their own contribution to the industry, and importantly, how to inspire their peers to feel the same.

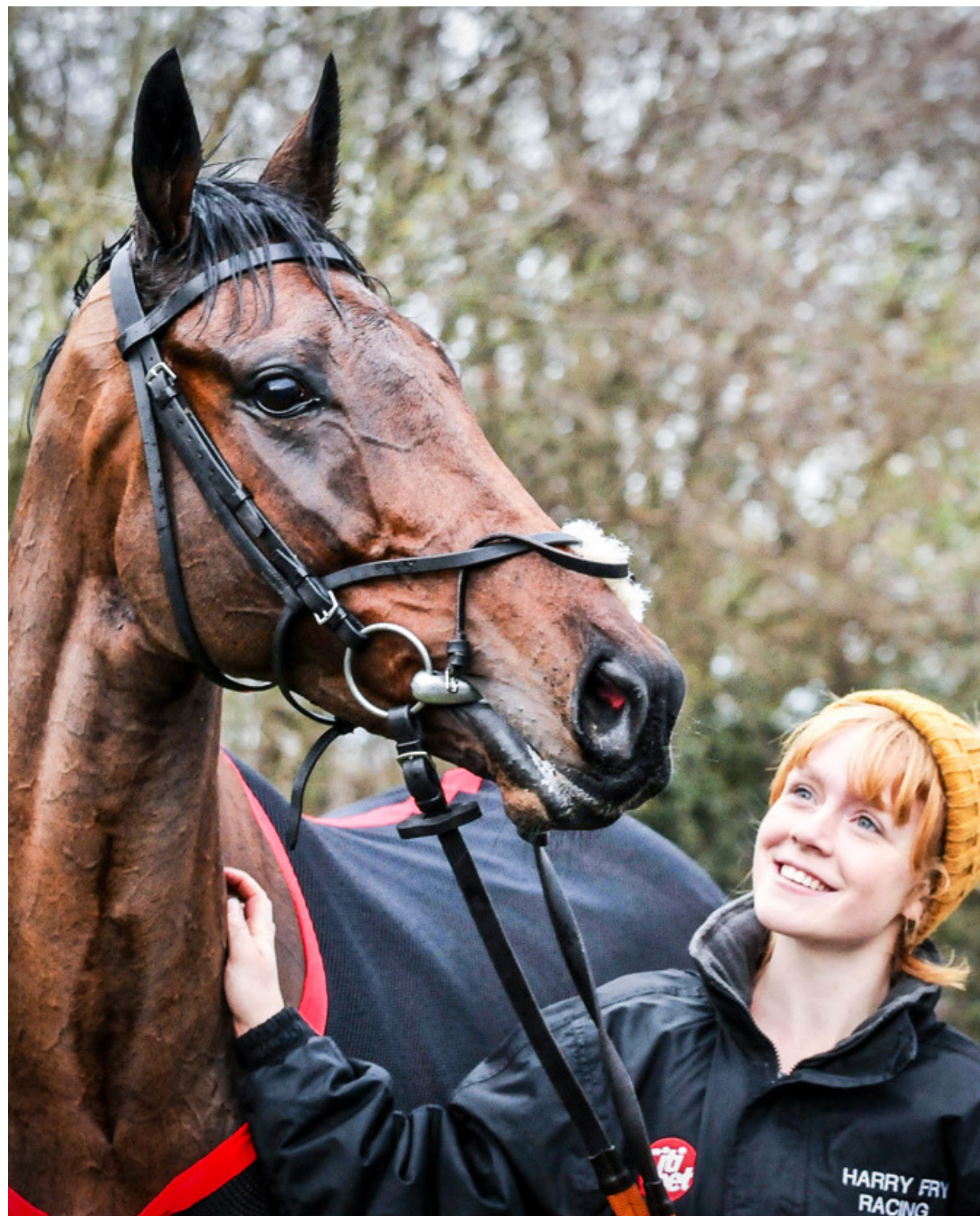


How RacingGroom.com works

A free resource for racing grooms

Both aspiring and existing racing grooms can sign up for free, access training providers, complete CV and cover letters for job applications, access health and wellbeing support, job boards, relevant industry bodies and news, rewards and exclusive discounts.

Members can also look up what staff facilities are offered at each racecourse, and, can **locate and contact any licensed trainer in Britain** to enquire about or apply for work.



Who is RacingGroom.com for?

Existing and aspiring grooms

The site is primarily aimed at three types of user

- Currently working as a racing groom, keen to learn about the support network/benefits/further training on offer
- Trained as a racing groom or competent equestrian, looking for work
- Considering embarking on a career as a racing groom and looking for work experience/training information.



Resources for Trainers and Grooms

Welcome to Racing with Mattie Batchelor

A crucial moment for racing grooms embarking on a career in this industry, is the first, when they actually take up employment on a yard. To simplify and standardise the induction process for new grooms we have created a video, *'Welcome to Racing with Mattie Batchelor'*.

The video was a collaboration with Careers in Racing and replaces the traditional Welcome Pack leaflet. It is a resource for racing grooms to answer basic questions and understand the full package of benefits available to them.

Please do use this video as part of your induction process (*click the link below to watch and share*).

Watch Welcome to Racing



Promoting the package

A career with horses, like no other

An integral part of attracting and retaining staff, is communicating not only the importance of the role, but also how competitive the package is. Highlighting the many benefits on offer, and comprehensive support structure.

RacingGroom.com serves to reinforce these messages. Informing existing and aspiring staff how their chosen career path and lifestyle, is one of real value and prospects.

**Guaranteed
income**

**Career & Skills
Development**

Accommodation

**Supportive team
environment**



Opportunity to promote your yard

Use RacingGroomHub to promote your yard to new staff

New and existing grooms signed up to the hub, will be using our Trainer Locator tool to find trainers.

The locator will list contact details and a website link. If you would be interested in a simple landing page, aimed at attracting staff to your yard. RacingGroom.com can create a simple trainer profile page, accessible from the trainer locator, giving potential staff and work experience students, a great insight to working as part of your team.

The pages will all be created in a RacingGroom house style so regardless of the size of your set up, you will have a great shop window to promote opportunities at your yard.

There will be a nominal annual fee for this service, full details to follow soon.

Connect with us

We want to promote you as employers, so tell us your news. Share any behind the scenes insight from your yard and let us know when you're hiring, so we can help spread the message.



[instagram.com/racinggroom](https://www.instagram.com/racinggroom)



[facebook.com/racegrooms](https://www.facebook.com/racegrooms)



twitter.com/Racing_Groom

Contact Info

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If you'd prefer us to send you printed versions, please request with Shelley.*