



Open day event host survey results

Thank you to all 138 venues that look part in National Racehorse Week 2022.

Below you will find a summary of the results from our open day event host survey. Thank you to all who took the time to respond, your feedback is invaluable in providing direction and insight into National Racehorse Week for the future.

In addition to this survey, a detailed campaign report will soon be available showcasing the impact that NRW 2022 has achieved against its objectives.

Key findings:

65% completion rate of the feedback survey

90% agreed they would take part again (10% were unsure due to timings/format)

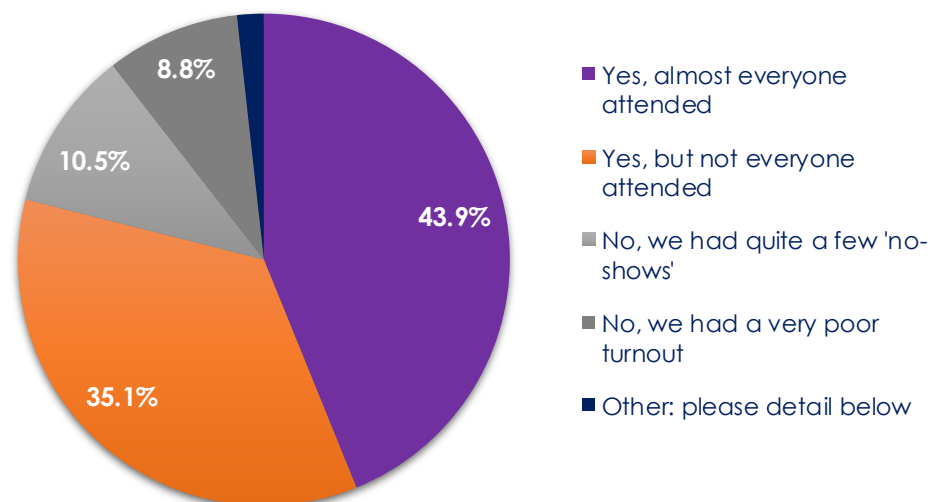
98% agreed that National Racehorse Week showcases to the public that racehorses are loved and cared for across their lives

98% agreed National Racehorse Week is an important initiative for racing

95% felt communication/support from NRW team was 'good' or 'very good'

72% felt National Racehorse Week should remain a free event (19% unsure)

79% were happy with the turnout at their event (breakdown below)



60% raised money for charity at their events (17 charities in total across the week)

72% said attendees were interested in hearing more about their syndicate/racing club

Recommendations for 2023:

- The website is an incredibly important tool for NRW and requirements/demands on it have grown substantially. For 2023, **the website must be redeveloped** to make it easier for visitors to book tickets to events, and for event hosts to be able to quickly and easily access the information they need without central support.
- Significant effort, resource and cost goes into hosting NRW open days. In year 3, we must look at ways to keep **the idea and format fresh** for event hosts to ensure that we continue to benefit from their vital support.
- While most open day event hosts support NRW remaining a free event for the future, we must **continue to tackle the issue of 'no-shows'** with new tactics to ensure that all events are well attended.
- A number of owners / avid racing fans were upset that they were only able to attend one yard during National Racehorse Week. In 2023, consider **offering spare places to owners / avid fans** in run up to NRW to counter this.
- **Improve operational support for open day event hosts**, including pre-event logistical support and on-the-day event support where requested (for instance, helping with registration, signposting visitors etc).
- **Additional giveaways** such as leaflets about National Racehorse Week or small items (e.g. pens, key-rings) have been requested by a number of yar

ATTENDEE INSIGHTS

"It was so interesting, and the staff were so passionate about their horses. It felt like a family atmosphere rather than just a job."

"It was very clear that horse welfare was a huge priority in the yard."

"Good to introduce non racing friends to give them some insight to racing."

"Great to see beautiful horses looking happy and well cared for and meeting some of the owners who are clearly very enthusiastic."

"We found everyone at the yard very friendly and approachable, and didn't feel at all out of the loop even though we don't live in the horsey or racing world."

Some of the most used words/phrases on social media

Care
Fantastic
Welcoming
Friendly Attention
Visit Stable-life
Amazing staff
Passion

"I do not know much about racehorses, but the love of horses shone through."

"So insightful and a really wonderful experience to see the horses and how well they are looked after and to know all the work put into retraining the horses."

It was a superb experience, both me and my children (two and four) had an incredible time."

"I love horses and the ability to see them in their surroundings helps to reassure me that they are loved and well looked after."

"Excellent knowledge from all we saw which made the event very interesting. Getting close to famous racehorses was fab for my 10-year-old horse mad daughter!"

"Folks like me do not realise the expertise around us so the National Racehorse initiative is great. I will be sharing my experience with others, particularly the cynical and judgmental folks I come across."