

AWARENESS AND ATTRACTION

DIGITAL MARKETING



Over
3.1 million
organic Social Media Reach in 2024



2,500+
referrals sent to Training Providers' websites



27,946
visits to the Apprenticeship landing page



12,713
prospect emails collected on database (21% growth from 2023)



SOCIAL MEDIA AND CONTENT



Facebook Fans
29,759



X (Twitter) Followers
12,120



Instagram Followers
6,137
(up by 15% from 2023)



YouTube Subscribers
250,300
video views in 2024
(up 9% from 2023)
with **2,233** subscribers



Created and launched a second series of Podcasts (5 in total) with the trailer video having over **187k** views across our platforms. Our podcasts have been viewed a total of **1.5k** times on our YouTube channel and **193** total streams across Spotify, Apple Podcasts, Pocket Cast.



TikTok Followers
1,981
(up 30% from 2023)
with **18.3k Likes** over the year

WEBSITE AND JOB BOARD



A total of **120,147** user engagements on website, up 8.6% from 2023



470,149 job board session starts with **1.85 million** page views in 2024

On average
123
live jobs on our job board each month



Number of registered job seekers grown by 7.3% in 2023,
1,822 new registrants



SPONSORSHIP

Provided sponsorship and support for the Pony Racing Authority, Point to Point Pony Racing, the Pony Club, British Grooms Association, Aintree Equestrian Centre and Racing Welfare's Open Days

ADVERTISING AND EDITORIAL

8 adverts placed in equestrian media including Horse & Hound, Horse & Rider and British Horse magazine, with a potential readership of over 98,000

2 e-shots sent out by Success at Schools to over 25,000 parents, carers, teachers and career advisors, showcasing apprenticeships and early career programmes with an open rate of 29%

EDUCATION PARTNERSHIPS

We have continued to work with our Education Partners who provide careers information to schools, colleges and universities, including: Youth Employment UK, NotGoingtoUni, Success at Schools, UCFB, U-Explore.

We supported National Apprenticeship Week and National Careers Week with social media and email marketing campaigns. This included campaign parent headline e-shots delivered to over 17k subscribers and a case study placed in the National Apprenticeship e-brochure.

EXPERIENTIAL EVENTS AND ACTIVITY

EXPLORE RACING DAYS

6

Explore Racing Days and Experiential Events held at Perth, Doncaster, Newbury, Newmarket, Ascot and Kempton Racecourses, with a total of **159** participants.

Our experiential activities won a national award by Youth Employment UK.

RECRUITMENT EVENTS

Exhibited at **4** large equine events including Burghley Horse Trials, Horse of the Year Show, the London International Horse Show and Your Horse Live, exhibiting to over **300,000** visitors.

Supported the Pony Racing Pathway's Pony Racing Taster Days including attending Ascot, Lingfield and Cheltenham Racecourse and provided careers materials for over **500** participants.

We partnered with ELSA Generation, providing targeted and transformational educational programmes to young people in care.

EARLY CAREER PROGRAMMES

Received **369** applications for the 2024 British Horseracing Development Programme

Promoted the Equine Student Progression Programme by attending over

38

Equine Colleges in conjunction with Racing to School. We have shared our Careers educational video with lecturers which has been watched **1,100** times.

Ran a virtual **Step on Track Programme** to a small group promoting various Early Career Programmes

NUMBER OF PEOPLE JOINING THE INDUSTRY

There was a total of **1,333** joiners to the industry:

649 full-time, 417 part-time and 267 Self Employed

364

were under the age of 19, of which:

183 full-time, 149 part-time and 32 Self Employed

Of the total of new joiners, 507 were male and 824 were female, with 2 not stated

OUTCOMES AND CONVERTS



JOBS

1,617 jobs advertised on the Job Board (a decrease of 23% from 2023)

297 racecourse roles

893 racing yard roles

169 breeding/stud roles

212 admin/other/regulation roles

44 overseas

APPRENTICESHIPS & TRAINING

Supported the SRA to recruit **106** learners for their training courses

Supported the National Stud to recruit **40** students onto their residential training courses

788

applications received by BRS and NHC for Foundation Training, of which 42% had heard of CiR

EARLY CAREER PROGRAMMES

Delivered the British Horseracing Development Programme for **20** students

Recruited and ran the Equine Student Progression Programme at the BRS in July for **10** students

CAREERS ADVICE & DEVELOPMENT

Over **200** people have been given individual careers advice across emails and social platforms

Our Youth Collaboration Group has expanded this year and now has

34

active members.

They have contributed on numerous projects with us and have gone on to complete various courses and Early Career Programmes within the industry.