

Racing Pathway Update

August 2022

The Racing Pathway is an industry backed engagement strategy, ensuring that every person, no matter what age, gender, colour, religion or background, has a place to land and further their engagement within the sport of horse racing

Welcome to the mid term update from the Racing Pathway team.

It has been an amazing first half of the year, launching initiatives and partnerships within the strategy, to fill the gaps that had been identified. Full details can be found on [RacingPathway.com](https://www.racingpathway.com) The headlines are detailed below.

- ✓ The inaugural Racing Media Academy a resounding success. The Class of '22 now being recruited in full time roles within the sport
- ✓ TikTok UK partnership launched, British Racing given its own account manager
- ✓ Industry wide survey published on Non-Yard Based Apprenticeships, resulting in racing's first Business Administration Apprenticeship
- ✓ Partnership Network established to support Diversity and Inclusion across all Pathways
- ✓ Educational raceday pilot program 'Discover Racing' launched across 7 racemeetings around the UK this month

