



# Creative and Media

**Type of Placement:** One day group placement to a leading racing stables and race course in Taunton. This was co-ordinated through BHEST, who support educational links to racing.

**Curriculum Link:** Maths, English and Creative and Media.

**Summary of Main Benefits:**

- A chance to learn more about educational opportunities at the local racecourse
- A chance to look at career opportunities available, including marketing and PR.

**Description:**

**David Pipe's Yard –**

- Structure and scale of the business.
- Overview of facilities, including those for the jockey and the trainer, the horse walker etc
- Meeting with staff to learn about job requirements and career opportunities at a training yard.

**Taunton Racecourse**

- A tour of the racecourse facilities, weighing room, stands and private boxes

- Discussion of the marketing and PR needed to promote the business
- My Career as a Jockey – Getting the Breaks. Tom Scudamore, National Hunt Jockey.
- Educational Opportunities at a Racecourse near You. Judith Allen, BHEST
- Opportunity to observe Racing in the afternoon.



>> On the horse walker at David Pipe's yard!

**Outcomes:**

**19 teachers and Connexions Personal Advisers** gained a unique insight into the art and science of preparing a racehorse for its day at the races.



Explore how your nearest racecourse could be used as a PDP and for student visits. BHEST are active through-out the country. Think about other leisure facilities and how they need to use marketing and media to ensure business. They may be willing to host PDPs and provide good case study material for teachers.

**Photos and fliers can be used to produce a brief case study**