

Dear Candidate,

Thank you for your interest in joining the team at Great British Racing.

These are exciting times for us and the sport. Having become the established entity to promote horseracing, and with the full support of the sport's stakeholders, GBR has a clear direction to focus on building a broad fan-base for the future.

Horseracing is an exhilarating, progressive and vibrant sport that is extremely popular with a wide variety of people. Racegoing has an enviable female to male gender balance and racing is one of Britain's best attended sports, second only to football.

Recent years have seen racecourse attendances increase and customer insight informs us that a day at the races scores incredibly highly as a consumer experience.

Having developed an integrated marketing, PR and digital strategy we also have the opportunity to manage specific national campaigns and lead on other industry projects around consumer insight and brand development.

To help us do this even better we've created the new role of Communications and Marketing Director. I want a passionate and enthusiastic communicator to develop and lead our strategy, to help us reach even more consumers. GBR has the mandate to achieve this.

With the backing of our stakeholders and a tremendous PR and marketing team you will have the freedom to be highly creative and innovative in bringing our strategy to life, amplifying the excitement of racing to new audiences throughout Britain.

If you think this sounds like the right challenge for you, I encourage you to apply to join us. Thanks again for your interest.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rod Street'.

Rod Street

Chief Executive