

## JUMP JOCKEY AMBASSADOR TRAINING



In partnership with the Professional Jockeys Association and Great British Racing, eleven Jump jockeys benefitted from our third specialist Jockey Ambassador training programme, this year held at Warwick Racecourse.

Aimed at developing new skills and knowledge to enhance their profile, Richard Hoiles led a media training workshop alongside talkSPORT's Faye Carruthers and Daily Mail journalist Dom King whilst there were also sessions on Personal Branding, Sponsorship Opportunities and Social Media. The two days concluded with insights from Daryl Jacob and World Eventing Number One Harry Meade (pictured with jockeys).



Thank you to everyone who took part and contributed so positively - Ellis Collier, Charlie Hammond, Bruce Lynn, Charlie Maggs, William Maggs, Jack Power, Leah Noreci, Callum Pritchard, Conor Rabbitt, Lorcan Williams and Toby Wynne

“The whole experience has been fantastic and I'd love to do another one as it's really refreshing doing something different. I enjoyed it all in particular the branding and media training sessions and would definitely recommend to others.”  
Lorcan Williams

## JOCKEY MATTERS – NEW FILM

During Mental Health Awareness Week we released a series of short films highlighting the range of people jockeys can turn to for support with their mental wellbeing. Featuring members of the 'Jockey Family' community, the film is available to view along with a host of other films, as part of the Jockey Matters series, on our website or on the Jockey Coaching app.

For wellbeing advice or support, please visit [thepja.co.uk](http://thepja.co.uk)



## CONGRATULATIONS....

**Conor Ring, Kirsty Mills** and **Simon Earle** have passed their LGV driver tests

**Amy Hunt** has completed and passed both the Level 2 Gym Instructor and Level 3 Personal Training Certificate.

**JP Guillambert** and **Jason Weaver** have passed the Level 2 Jockey Coaching Assessment

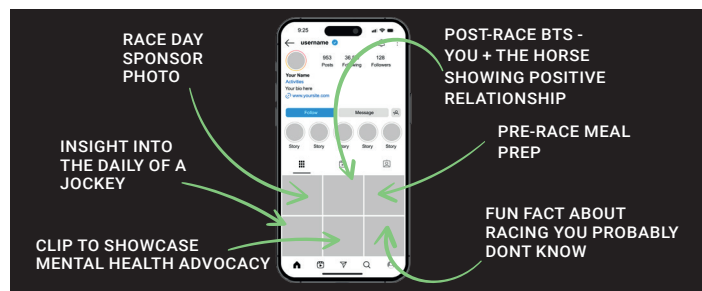
## TOP TRAINING TAKEAWAYS...

### ON PERSONAL BRANDING

“Your offline persona is as important as your online persona. Be consistent and be authentic. Having a strong personal brand, no poor race or season can take that away from you.”

### ON SOCIAL MEDIA

“You can transform everyday videos you already have on your phone into engaging reels with music and a strong caption.”



### ON SPONSORSHIP

“You need to be good at what you do and have a reasonable profile but it's far more important how you develop a relationship with sponsors, giving that personal touch means a lot.”

### ON EQUINE WELFARE

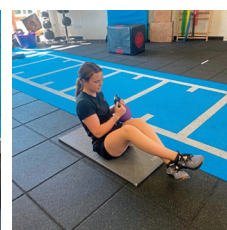
“Think about language, understand the facts and show passion for the horse and highlight positive behind the scenes welfare stories. It's about being proactive rather than reactive.”

### ON INCLUSION

“As jockeys you have a professional responsibility to reflect racing's values and make everyone feel welcome regardless of your personal beliefs and opinions.”

## FORMER JOCKEY FOCUS GROUP

We are very grateful to the former jockeys who took part in a recent focus group pilot run by Career Coach Charlie Mulraine exploring ways in which we can improve the services we offer to jockeys once they retire from racing. We know how hard the transition can be, even when a jockey knows what they want to do in their second career so it was really useful to hear about the key areas where support is most needed and we will now use the feedback to develop a more structured transition programme for former jockeys. **Thank you to the Lord Leverhulme's Charitable Trust for funding this event.**



# RICHARD DAVIS AWARDS 2025



The 2025 Richard Davis Awards return to Warwick Racecourse on Tuesday 4th November. It has been a record year for training applications and in our 30th anniversary year, we're hoping for a bumper set of entries showcasing the fantastic career achievements of both jockeys and former jockeys.

On the day, winners will receive their Awards from a special host with lunch, photos and interviews in the parade ring following the running of the JETS Richard Davis Awards Handicap Chase.

Our thoughts remain with John, Andrew and Stephen Davis after the sad loss of Ann (pictured below with the 2024 winners) earlier this year who has been such a steadfast supporter of the Awards named after her son.



## THE JOCKEY CLUB ACHIEVEMENT AWARD



The top Award designed for those jockeys who have significantly achieved in pursuing their new chosen careers and is worth £3,000 to the winner with two runners-up prizes of £500 each.

## THE IJF PROGRESS AWARD

Worth £2,000, this Award rewards the early progress of those jockeys who have more recently started out on a new career/training path (in previous two years).



## THE BHA DEVELOPMENT AWARD



With a prize of £1,000, this award is exclusively for currently licensed jockeys who have worked hard over the last year to develop themselves both in and out of the saddle in order to be as successful as possible as a jockey but also in their career beyond riding.

## >> ENTER NOW

Entry forms can be found on the website. We will be taking video entries for the BHA Development Award so current jockeys should speak with their jockey coach, Lisa or Phil for advice on how to submit their entry or visit the Richard Davis Awards section of our website for guidance. **Entries close on Wednesday 27th August.**

## GET IN TOUCH!

Follow us @JETS4Jockeys or like us on Facebook! It's the best way to stay in touch and maximise opportunities even if you're only starting out on your jockey career.



**Lisa Delany**  
(JETS Manager and Jockey PDM)  
07919 417462  
lisa@jets-uk.org



**Phil Kinsella**  
(Jockey PDM)  
07970 673351  
phil@jets-uk.org



**Kate Struthers**  
(PR & Marketing)  
07980 661003  
kate@jets-uk.org



## GOODBYE LISA!

In September we will sadly say goodbye to our General Manager Lisa Delany. On behalf of the board of JETS and the whole jockey community, we wish to extend our sincere gratitude to Lisa for 23 years of devoted service. In that time she has steered JETS with ambition, integrity and a clear focus on ensuring that jockeys had the best advice and guidance as they prepare for a career beyond the racecourse. Lisa has also built strong relationships with the racing schools and The Racing Foundation, all of whom are integral to the success of the JETS programmes.

We are all grateful that Lisa has been fully involved in the appointment of her successor and will be available to ensure a smooth transition. Whatever Lisa chooses to do in the future, we are all sure that she will devote her considerable skills with the same energy and enthusiasm that she gave to JETS and we wish her every happiness in the future.

Sheila Bailey, Chair of JETS



## QUICKFIRE Q&A WITH LISA

### BIGGEST CULTURE CHANGE YOU'VE SEEN?

Jockeys now engage with JETS from the very start of their careers and the concept of dual career and CPD (Continuous Personal Development). Jockeys help fund JETS and now see it as their scheme to use throughout their careers.

### MOST SATISFYING PART OF JOB?

Placing countless jockeys into industry roles, helping them use their knowledge, experience and skills to make a real difference to the sport – win/win!

### PROUDEST ACHIEVEMENT?

Winning the first Godolphin Rory MacDonald Community Award in 2016 and a National Training Award for JETS.



### BIGGEST CHALLENGE?

Two years post-retirement is potentially the most challenging time in an athlete's life and there's much we can do to proactively prepare for that time.

### BEST BIT OF ROLE?

Witnessing the time, effort and hard work jockeys put into their training and re-training reminds you of the motivated and determined nature of jockeys.

### WHAT WERE YOUR TOP 'FIRSTS'?

We helped our first Firefighter, our first Police person, our first jockey returning to university, our first equine dentist, our first farrier, our first Vet student, so many different roles that laid the groundwork for others to succeed.



### TOP TIP FOR JOCKEYS?

Always give your absolute best and always be the best version of yourself. You never know who might be in a position to give you a ride and help you forward in your career.

### FUNNIEST MOMENT?

Seeing Cathy Gannon joining Ronan Keating on stage at The Lesters.

FOR A FULL Q&A WITH LISA, VISIT OUR WEBSITE.