



Membership survey 2026



Summary report

What you told us, and what we are doing next



Earlier this year, we asked RoR members to share their views on their experience of RoR, what they value most, where we can improve, and how we can better support former racehorses and the people who care for them.

We are very grateful to everyone who took the time to respond. Your feedback helps us make better decisions, improve our services, and shape RoR's future around the needs of members, owners and former racehorses.

The survey was sent to 15,740 members. In total, 1,473 members started the survey and 1,160 completed it, giving us a strong and useful evidence base to work from.

What we heard



Overall, the feedback was encouraging. Members told us that RoR is valued, trusted and recognised for its role in supporting former racehorses throughout their lives after racing.

Key findings included:

89.1% of respondents said they were satisfied or very satisfied with RoR.	84.4% said they were likely or very likely to recommend RoR to other owners of former racehorses.	The words most commonly associated with RoR were informative, helpful, useful, relevant and caring.	Members continue to value RoR's work across education, competitions, welfare and community.	Many members see RoR as an important source of information and reassurance, even if they do not engage with us regularly.

Members also gave us clear and constructive feedback on where we can do better. The strongest themes were:

Offering more accessible regional activity where possible.	Improving awareness of RoR's welfare work and the support available to owners.	Making RoR feel relevant to members who do not compete, as well as those who do.	Making it easier to find information.	Improving the website and digital experience.	Reducing reliance on Facebook.

Education and practical support



You told us that practical, Thoroughbred-specific education remains one of the most valued parts of RoR's work.

Members want accessible support on the real issues they face with former racehorses, including early retraining, behaviour, confidence-building, feeding, feet, veterinary considerations, rehabilitation and finding the right professional support.

We will continue to use member feedback to shape our education programme, including clinics, camps, webinars, demonstrations and other learning opportunities.

Regional activity and community



You told us that being part of a RoR community matters, but that this is not felt consistently across all regions or by all members.

Location, time and awareness were among the biggest barriers to engaging more with RoR. Members also told us that local activity, regional communication and accessible opportunities all make a real difference to whether they feel connected.

We will continue to look at how we can strengthen regional communication, improve visibility of local opportunities and help more members feel part of RoR, whether they compete or not.

Welfare



You told us that RoR's welfare work matters to members, but that we need to make it more visible and easier to understand.

Many members value knowing that RoR is there as a welfare safety net for former racehorses who fall on hard times. At the same time, the survey showed that not all members are aware of the support, advice and signposting RoR can offer.

We will continue to explain RoR's welfare role more clearly, including how welfare enquiries come in, how cases are assessed, how we work with partners, and how our welfare work supports better outcomes for former racehorses.

Supporting non-competing members



One of the clearest messages from the survey is that RoR must continue to be relevant to all owners of former racehorses, not only those who compete.

Hacking was the most common activity among respondents, and many members are involved in leisure, low-level participation, education, volunteering, companionship or simply enjoying life with their horse.

RoR's work is about supporting former racehorses throughout their lives after racing. Competitions are an important part of that, but they are only one part of what we do.

We will continue to improve how we communicate the wider RoR offer, including education, welfare, community, advice, signposting and support for owners at every stage.

Competitions



For those that do compete, you told us that RoR competitions continue to matter, both as opportunities for participation and as a way of celebrating the versatility of former racehorses.

You also shared feedback on access, rules, fairness, venues, eligibility and the importance of clear communication.

RoR is committed to reviewing its competition rules annually. In doing so, we will endeavour to balance the expectations of our members, officials and wider stakeholders, while ensuring that emerging welfare research, scientific evidence and best practice are appropriately reflected within our competition framework.

Communications



You told us that email remains the most important way you hear from RoR, but also that communication needs to be clearer, more consistent and easier to tailor to your interests.

Over the past 18 months, we have increased the amount of email communication we send to members, including regular national updates, as well as monthly regional emails. We have also recently linked our CRM and email platform, which gives members much more choice over the types of emails they receive from us, including updates from more than one region.

We are sending more email than ever, so if you are not receiving RoR emails and your preferences are set to receive them, please [get in touch](#) so we can look into it.



Website and digital experience



You told us that the website needs to be easier to use, with clearer signposting and better access to information, events, advice and support.

We agree. RoR has been working for the past two years to secure funding for a major digital redevelopment project, and we are delighted to say that this project has now been signed off by the Board.

This will allow us to improve the way members access information, manage their relationship with RoR, find events, understand what support is available and engage with us online.

There is a lot of work ahead, but this is a major step forward, so watch this space.

Thank you



Thank you again to everyone who completed the survey.

Your feedback is helping us make informed decisions, improve the member experience and strengthen our support for former racehorses and their owners.

We know there is more to do, but we hope this summary shows that we are listening, and that your feedback is helping to shape the next phase of RoR's work.