

ISSUE SIX

HORSE WHISPERS

SHOP IN TIME FOR
CHRISTMAS

**HORSES TO
FOLLOW »»**

THE FOB TEAM SHARE THEIR THOUGHTS!

HOW WAS OUR

GOLF DAY?



ISSUE SIX

HORSE WHISPERS

WITH FERGAL O'BRIEN RACING



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at Brickhampton Golf Course

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Welcome!

Welcome to the November/December edition of Horse Whispers!

As the festive season approaches, we're wrapping up an incredible year with exciting updates, behind-the-scenes stories, and a look ahead to what's in store for 2025.

Let's dive in and celebrate the season together!

from
Fergal x

UNDER STARTERS ORDERS

GOLF WRITE-UP by Charlie St. Quinton | Tournament Director!

AT BRICKHAMPTON GOLF COURSE



On Thursday 12th September, 23 teams were 'Under Starters Orders' at Brickhampton Golf Course.

The weather and ground conditions were no excuse for any team and each four-ball came into this wide open contest fancying their chances. This ensured that the iconic Gary Wiltshire on his Bresbet pitch was very busy before the off.

After each team had invested in themselves via Gary (all proceeds to charity by the way), each team was sent on their way after a delicious pre-round snack and coffee (or Madri for the slightly more nervous squads... won't mention any names...).

Each team seemed to be very complimentary of the golf course and found it to be a good test. Dr. Simon and I had (undoubtedly) the most important job of the day which was to drive the beer cart around the course, delivering much needed supplies to the golfers. It was great to catch up with the teams and monitor their progress.

As the afternoon progressed the teams headed off the 18th green handing their cards to the tournament director and the early finishers dropped anchor in the beer garden trying to work out whether their team had just done enough to clinch the title. Putting competitions on the practice green were in full swing under the careful eye of Clare, while more beer consumed, before the bell dinner bell was rung.

With over 100 meals served, a big thank you must go to the catering team at Brickhampton. Arguably 'the best roast we've ever had' was muttered among a few, and it really was delicious. The raffle proceeded the auction where in typical 'TeamFOB' fashion, owners and friends of the yard were incredibly generous when it came to securing some very attractive lots.

The day ran surprisingly smoothly apart from the odd road closure outside of the golf course which enabled 'ice-cool' Mr. Coley to act in such a calm and reassuring manner to ensure the evening was not disrupted.



Warwick Racecourse - 'Winners are Grinners'



Making sure everyone is staying well hydrated.



The Doocoy Group on the tee-box.



The Kamsinas Krunchers.



The Bresbet Ladies.



Johnny's team collecting their wooden spoons, kindly donated by Mr. Coley.

A massive thank you to every team for supporting the day. The day was aimed at being a relaxed and sociable day for our owners. As we progressed, Chris and I latterly decided to include a charitable aspect to the day and with everyone's support we managed to raise over £3,000 for the Injured Jockeys Fund. Thank you.

I trust that everyone enjoyed their day and who knows, all being well, we may be making the day an annual event..!

THE RESULTS

Warwick Racecourse (-18)

Tommy Williams Ollie Ballard, Ally Watson and Billy Whelan

Dysart's Dynamos (-13)

Stephen Goodman, Ben Goodman, Phillip Morris and James Stokes

Allboardtheskylark (-13)

Sam Rainbow, Simon Gregory, Jake Hudson and Chris Holmes

Fiddlers On The Roof (-12)

Tony Exall, Marc Moy, Brain Robertson and Jordan Hibbs

CGC Syndicate (-12)

Malcolm Bevan, Clive Gray, Adam Collins and Robbie Hunter

Venatour Racing (-12)

Marc Blackford, Robert Langley, Clive Rawlings and Tom Crook

Midfield Dynamos (-11)

Tom Broughton, Jack Hogan, Aaron Downes and James Redmond

Golf Shot (-3)

Johnny Burke, Ciarán Gethings, Matt Hall and Harry Greasby

Nearest The Pins

Darren O'Dwyer and Mark Booker

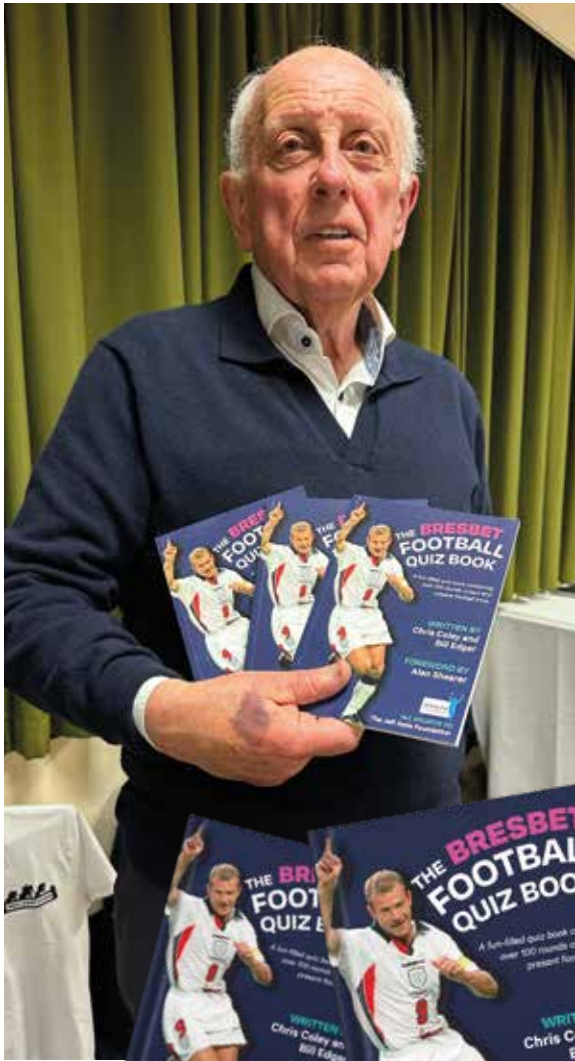
Longest Drives

Tom James and George St. Quinton

Putting Competition

Bill Hutchins and Corrine Duber

NEED A THOUGHTFUL GIFT?
WE'VE GOT YOU COVERED!



FOR THE FOOTBALL FANATIC:

Dive into the exhilarating world of football with our captivating quiz book that promises over 100 rounds of past and present football trivia!

This fun-filled compilation, crafted by the brilliant minds of our own Chris Coley and Bill Edgar, offers a football fan's dream, covering an extensive range of topics to test your knowledge and ignite your passion for the "beautiful game".

A special treat awaits in the 'Extra Time' round, where questions are intricately linked to the insightful podcast 'The Rest is Football,' featuring the legendary trio of Gary Lineker, Alan Shearer, and Micah Richards.

With a foreword penned by the iconic Alan Shearer himself, this quiz book isn't just a test of your football knowledge; it's an immersive experience curated by experts and endorsed by football royalty. Embark on a journey through the sport's rich history, iconic moments, and the wit of the podcast personalities as you tackle each round. Whether you're a seasoned football aficionado or a casual fan, this quiz book is your ticket to hours of entertainment and a chance to prove your football prowess!

**SHOP AT GREATQUIZBOOKS.CO.UK
OR FIND IT ON AMAZON**

JOIN US ON
NYD

Wednesday 1st January 2025

Join Us On New Year's Day 2025!

Fergal O'Brien Racing will again be hosting their own exclusive facility but this year our facility will be The Festival Suite. The Festival Suite will be our base for the day and will have its own bar and cash food available.

Tickets are £50pp to include a Club Enclosure Badge and Entry to the Festival Suite. If you have already purchased Entry Tickets or have a Members Badge, tickets to the Festival Suite will be £20pp.

Use code 'MembersBadge' as a promo code at checkout if you already have a Members Badge or already have Entry Tickets.

If you have any questions, please call Chris Coley on 07710346661

BUY YOURS AT FERGALOBRIENRACING.CO.UK/SHOP



Only £50pp or £20pp if you have a Members Badge

Cheltenham
RACECOURSE

New Year's Day Races
@ Cheltenham Racecourse

Wednesday 1st January 2025

Use code **MembersBadge** if you already have a Members Badge

PRE-SEASON REVIEW

by Sam Juckes, *our Ravenswell Reporter*

Now I will be honest, I like the Flat season. I really do. I enjoy the prestige of Longchamp and the glamour of Ascot. I enjoy the exploration of pedigrees and eye watering sales figures. I enjoy the speed, the class and the pageantry. But for all that I enjoy the Flat, I enjoy the Jumps a small fraction more, and this season has the complexion to be yet another cracker. So, where did we finish off last season? Well, Willie Mullins was crowned UK champion jumps trainer and became the first Irish trainer to do so since Vincent O'Brien in 1954. Mullins' prize money for the season amounted to well over £3 million (that's just his UK tally) and you wouldn't put it past him mounting a renewed effort this time around. Much to the horror of UK Jumps trainers.

This season, plenty of the stars are back in action too. Galopin Des Champs looks to make it three successive Gold Cups. Constitution Hill bids to regain his Champion Hurdling crown. And Ill Est Francais, who following a cosy return to action last month, looks a live chance for wherever he takes aim on this side of the channel. But what I find more compelling this campaign, is the novices entering Open company, and these are a few I'm particularly excited to see:

Kamsinas returned to action at Aintree last month for team FOB, and despite a huge drift in the market prior to the off, returned a good winner of the race the yard has won three years on the trot. There was plenty to like about the way he won in October and should certainly be added to the shortlist moving forwards, with the potential next step being the 3-mile handicap hurdle on Betfair Chase Day.

Ballyburn looks to have the world at his hooves for that man Willie Mullins once again. With just a single blemish next to his string of one's, this exciting 6-year-old has all options open. He might look to follow in the footsteps of Gaelic Warrior and El Fabiolo from the same yard in recent years by going novice chasing, and will certainly take some stopping.

Golden Ace is the apple of trainer Jeremy Scott's eye and returns to action off the back of a dazzling novice campaign. This daughter of Golden Horn made it a perfect four out of four over hurdles, and the trainer has set his sights on the Mares Hurdle in March as the ultimate target this season.

It is hard to dispute that this season looks as strong as ever. And whilst we may encounter the irritable discussion about 28 races at Cheltenham, upwards of 150 days before they begin, the Jumps are well and truly back, and I couldn't be happier.

MEET SAM JUCKES



Sam is a student at the University of Sheffield where he studies Journalism.

Alongside writing, Sam has ambitions to be a commentator in the racing industry and gains experience through Pony Racing commentaries and William Hill Racing Radio.

Sam's Dad, Neil, has been a Racing Analyst for the Press Association for over 20 years, and is the race planner here at Ravenswell, whilst Mum, Liz, is the founder of Race2Resource, the HR representative of the yard.

NEW CLOTHING AVAILABLE!



SHOP EVERYTHING AT: [FERGALOBRIENRACING.CO.UK/SHOP](https://fergalobrienracing.co.uk/shop)

Also announcing the launch of our limited edition Fergal O'Brien Racing Winners Merchandise, available to buy now.

After a hugely successful 23/24 season, we're celebrating our victories with this exclusive collection. These special items are designed to commemorate our triumphs and allow our fans to join in the celebration.

Don't miss out on the chance to own a piece of this incredible season—shop our winners merch today and celebrate with us!



» FOLLOW HORSES TO



"Espresso Milan, he's a very likeable National Hunt type who finds his work pretty easy."

Kevin Brown



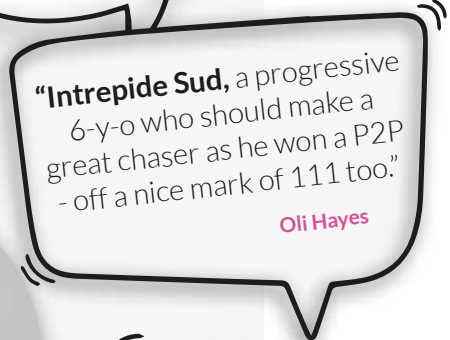
"Siog Geal, beautifully built horse who is showing plenty at home and her P2P form is working out very well."

Fern O'Brien



"Manofthepeople because he's a machine."

Ally Stirling



"Intrepide Sud, a progressive 6-y-o who should make a great chaser as he won a P2P - off a nice mark of 111 too."

Oli Hayes



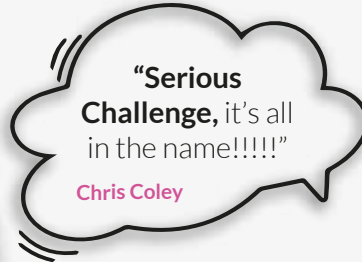
"Blue Bresil x She's Dylan, he does everything you ask of him and he does it easy."

Finley Freeman



"Sixmilebridge, a very eye-catching horse who impressed me when he won a good looking bumper at Sandown for his previous yard."

Louis Gill



"Serious Challenge, it's all in the name!!!!!"

Chris Coley



"Sixmilebridge because I'm a judge."

Max Kendrick



"Sun Art as he's got a bit about him and I like the sire."

Charlie St Quinton



"Strong Run as she comes from such a fabulous family with great owners."

Liz Jukes



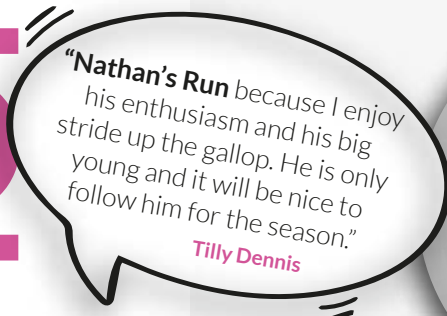
"Magical Annie, winner first out in a bumper and I am excited to see her over a hurdle and I hear she's going well at home."

Thom Busfield



"Serious Challenge, excited to see what he does this season."

Sally Randell



"Nathan's Run because I enjoy his enthusiasm and his big stride up the gallop. He is only young and it will be nice to follow him for the season."

Tilly Dennis



"Joining Force as he ran with promise in his bumper and will do well over hurdles."

Johnny Burke

THE MAKING OF TRAINED BY FERGAL, FUELLED BY CAKE

by Louis Gill

The world of digital marketing and advertising is a funny one. The approaches are limitless, but through the years various trends and ideas have stuck with us, helping a brand to remain in our heads for eternity.

Like all good ideas, the idea of creating a new promotional video for the yard came to me while lying in the bath. I've always been partial to a long evening soak, it allows me time to think. It's probably the only hour in my day where my phone isn't ringing, emails flying through to reply to and more importantly a large amount of editing to work through.

In my opinion, the goal of a good marketing campaign or advertisement is to promote a business, product or service indirectly. Does anybody remember the boring adverts you see on television tirelessly trying to cram every line of detail into a 90 second time slot? No. But we all remember the Cadbury's chocolate ad with the Gorilla playing Phil Collins songs on a drumkit and we all remember the John Lewis Christmas adverts every year. I wanted to try something that no other yard has done before

and create a promo video that doesn't go into depth. I thought we'd avoid talking about 4 furlong all-weather gallops made from a synthetic mix of sand, rubber and oil, or about having 100 stables all with good airflow, or the advantages of having two Claydon horse walkers. Quite frankly I don't believe that anybody is too interested in that. I wanted to create a promotional video for Fergal O'Brien Racing that just expressed the business's voice and more importantly showed off what we do best. Happy staff that look after beautiful horses that are successful on the track, a serene backdrop to train them in and fun.

So now I had the message, how could I showcase that? Well what's the first thing lots of people think of when Fergal O'Brien Racing is mentioned? Cake! This was the brainchild of Simon, who launched the #bakeforfergal campaign on twitter many years ago. Cake is a major part of the FOB operation, you can't really come to Ravenswell and not have a slice of cake.

I was looking for inspiration for the narrative and then it



came to me, what about creating a video where we appear to feed the horses cake? For decades the first question asked when a yard is in flying form is 'what are they feeding their horses?'. I had a vision of Fergal walking around the yard with a wheelbarrow full of victoria sponges at feeding time. I got some more inspiration, the Paddy Power adverts in which the horses are talking to each other over the stable doors. Perfect, now we had a really tight concept and it had scope to be really funny.

I joined up with Flo Toweey to write the script. Flo is far better with words, she's a lot smarter than me. Flo ended up co-directing the entire shoot and we bounced ideas off each other to develop it. We had the idea of matching the voice over accents to where the horses were bred, Flo speaks fluent French so we had the luxury of being able to include a French filly in the script. We started filming the horses, quite a task because you're looking to get reactions and expressions that fit with the script. We tried lots of techniques, mainly involving Flo jumping up and down, waving her arms around behind the camera.

Then we needed cakes and lots of them. I came up with the concept of using empty cake boxes to trick the mind into believing there was a large cake delivery to the yard. We linked up with local cakery, The Cotswold Larder. Kris from TCL very kindly delivered two cracking cakes (which the staff devoured after filming). Kris also played a cameo roll in the production.

The filming process all went really well and lots of staff got involved. I created a makeshift voiceover studio in the owners room and all of the horses voices in the production are made up of stable staff.

After about 60 hours of editing the production came together and I'm really happy with it. It's a feel good video that shows how much we love and care for our horses, it shows the business in the light I think it deserves and also has a comic twist. I hope you enjoy it as much as I enjoyed creating it, it was a team effort and I'm really grateful to the team for getting involved. I think Kevin Brown voicing Landen Calling is still the highlight for me.



Watch the full video here...



OUT N' ABOUT



JOHNNY BURKE COURSE WALK



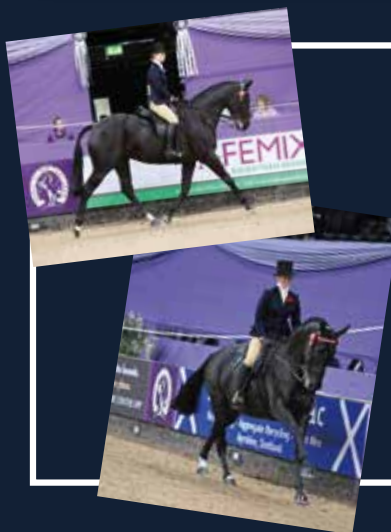
MORGAN & CAPTAIN

We have been starting our retraining together and he's come on leaps and bounds since September. We have started doing some local show jumping and hope to affiliate next year if all goes to plan. We're aiming to get out into the show ring next year and do some ROR classes. He is loving retired life and still has a heart of gold.



KAITLIN WITH SEISMIC WAVE

Seismic Wave (7-y-o) - started his retraining in June 2024, went to his first ROR show in September at Moreton Show. Here he is showjumping at 90cm a couple of weeks ago!



Falloway Dubreau was 3rd in the Racehorse to Riding horse final at Horse of the Year Show and achieved top ride mark against some of the best retrained racehorses in the country.

EVE - THIRD AT HOYS



COLOURS AT CHELTENHAM

Jockeys taking part in a virtual reality activity at Cheltenham Racecourse.

LADS DAY OUT



IN SHEFFIELD

CHRISTMAS SHOPPING



PERSONALISED PRODUCTS

We're excited to announce our partnership with Hacked, bringing you an exclusive range of FOB-branded merchandise!

From water bottles and cufflinks to baby grows and Christmas stockings, there's something for everyone—and you can even personalise products with your own silks.

Whether you're shopping for yourself or looking for the perfect gift for a racing enthusiast, this collection combines style and individuality.

Explore the range today and add a touch of Fergal O'Brien Racing to your everyday life!



CHRISTMASCARDS

Celebrate the festive season with our exclusive Fergal O'Brien Racing Christmas cards! This beautifully designed pack of 10 cards features our own Ravenswell snowy scene, perfect for sharing the joy of the season with friends and family.

£8.50 per pack + £4.50 p&p for a pack of 10.

SHOP NOW

SHOP NOW





FOB
GALLERY





Grade 1 winning National Hunt trainer based in the heart of the Cotswolds.

Ravenswell Farm, Withington, Cheltenham, Gloucestershire, GL54 4DD

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