



Showcase
& Awards
2017

Cheltenham Racecourse

The Love of the Sport

Junior Jumpers

Proudly partnered by

MoëtHennessy **RACING POST**



Objectives

Junior Jumpers was created with the aim of increasing attendance amongst children and to engage young racegoers. The club is free to join and although there are no strict age restrictions, it was created with children aged under 14 in mind. We wanted to make young racing fans feel that their raceday experience was important and that their presence on a racecourse was valued.

Junior Jumpers exists not only to attract young attendees but also to remind parents that horseracing is a family friendly pastime and to encourage children to ask their parents to go racing. Young racegoers are our future customers and members and if they are engaged with the sport at a young age they will have a childhood of racing memories that will see them returning to the racecourse for a life time.

Objectives:

- To engage with young people in racing from an early age to get them enthusiastic about racing
- To engage with parents to encourage their children to become members
- To make younger racegoers feel valued and have a certain sense of pride when they wear their badge just like our loyal members
- To remind parents that horse racing is a family friendly past time
- To encourage members from across the UK not just the South-West



Delivery



- Junior Jumpers was launched in October 2016
- It is free to join either online or on any South-West Jockey Club Raceday
- Each Junior Jumpers pack currently costs £3.90 to produce. The cost of each individual pin badges is 68p so a member who stays with the scheme until they have collected every badge will have cost The Jockey Club just over £10 and attended 50 fixtures with a paying adult
- Once signed up a Member receives:
 - A junior Jumpers membership pack which includes a swing badge, membership card, collectors book, starter pin badge and a Quarterly Newsletter
- Each of our racedays members can have their books stamped. Once this has been stamped five times the member can collect a pin badge. There are 10 badges to collect in total meaning the member will be involved in 50 fixtures across the South-West
- Regular social media updates on Junior Jumpers around family fun days. Currently working on a Gold Cup Trophy tour to schools to encourage new junior jumpers members
- Family Fun Zones on Sunday of the November Meeting and New Years Day – There is a junior jumpers stand to encourage children to sign up. Lots of activities for children to enjoy including dressing up in jockey silks, pony mane & tail plaiting, rosette making and jockey autograph sessions
- Future plans include a stable tour to visit yards and to get up close and personal with the horses
- Important to interact with the parents to encourage membership, this is done by our Morse Code members newsletter with information on Family Fun Days i.e. Greg James (Radio 1 DJ) book signing

Results



- Current Junior Members: 2429
- Each week at least one new member joins
- Membership is across the UK not just the South-West – here are a snap shot of a few of the areas: Cheshire, Cornwall, Worcestershire, Gloucestershire, West Yorkshire, Surrey, Somerset, Oxfordshire, Norfolk and Herefordshire
- In the first 2 weeks of the soft launch in 2016 there were 500 Junior Jumpers registered (1,000 were targeted in year one) and support from industry figures such as Alice Plunkett, Richard Johnson, Rishi Persad and Charlie Longsdon, all of whom enrolled their children
- 50 adult attendances across the region costs in excess of £600
- Social Media Statistics: Junior Jumper's (JJ) tend to have an average reach of 5.1k, which is above our average reach of 5k. With the highest reach gained of 5.9k. The posts tend to generate high 'post click' rates of 63, and consistent engagement rates
 - Twitter - JJ posts tend to gain an average of 8k for impressions, and around 2% engagement which is in line with the majority of other posts on this platform
 - Instagram - Average likes per post 140
- On average a Family Fun Day attracted 700 children, since the introduction of Junior Jumpers this has gone up to an average of 1,050 children
- Family fun days will feature a Junior Jumpers zone and we will introduce a range of benefits for Junior Jumpers such as exclusive early access to the Family Fun Zone
- Future ideas for Junior Jumpers benefits include: Yard Visits, Birthday Card and Racecourse tours
- Since the introduction of JJ Family Fun Zone, there has been an increase year on year i.e. New Years Day 2016 – 1383 v NYD 2017 - 1991



Supporting Information



Helen Pugh
@Brockyhockey

Great idea Junior Jumpers initiative at Cheltenham Races 🙌🐎🙌



Positive feedback via Twitter



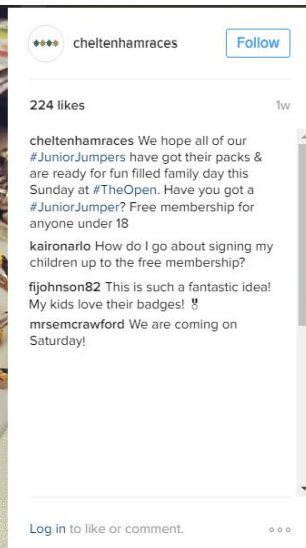
Junior Jumpers Pack Example



Cathryn Fry @CathrynFry
Brilliant scheme for Children going racing @CheltenhamRaces
@TheJockeyClub #juniorjumpers



Two Junior Jumper enjoying their day at the races





Showcase
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Ascot

Best Campaign

'A World Like Nowhere' –
Royal Ascot 2017

Proudly partnered by

MoëtHennessy **RACING POST**



Objectives

- Build on previous campaigns by reinforcing a brand positioning that Royal Ascot is elegant, uplifting and original; an occasion 'Like Nowhere Else' that is more than the sum of its high quality parts across racing, pageantry, food and fashion.
- Support 5% revenue growth from tickets, hospitality and public catering across our product portfolio for the Royal Meeting through timely marketing communications tailored to prospects who may have differing motivations to attend.
- Deliver an agile advertising plan underpinned by ongoing analysis to deliver improved return on investment.
- Deliver customer engagement growth and underpin the 'Like Nowhere Else' narrative through high quality digital output and timely targeted PR initiatives using the creative concept to support sales and sponsor value.
- Use the campaign as a device to support the launch of a new app that supports increased F&B sales by showcasing the experiences available to guests related to their location.
- Support a positive customer experience by reinforcing the brand positioning through effective use of the campaign across high quality collateral and across venue.
- Use the campaign assets to support in-venue data capture.



Delivery



- Master globemakers Bellerby & Co were commissioned to create a handmade globe, a 'World Like Nowhere Else' <https://www.youtube.com/watch?v=P66fMZMMNA8> that showcased the 'four continents' of Royal Ascot in an elegant and visually intriguing manner, namely Racing, Pageantry or Fashion and Fine Dining. It included visual prompts for 100 unique stories across these elements that could be explored through a microsite <http://www.likenowhereelse.co.uk/>. Sponsor content was integrated into this digital globe e.g. QIPCO produced a video about international runners at Royal Ascot <https://www.youtube.com/watch?v=5AZEgIiUgfw>. While a commissioned poem was pushed digitally <https://www.youtube.com/watch?v=Ix3E7apGhb0>.
- A Royal Ascot Globe tour followed its launch at The Goring. Other stops included Christies, The Balmoral Hotel in Edinburgh, The Hurlingham Club, Le Manoir, Cliveden Hotel and Coworth Park delivering further media coverage, relevant brand association and engagement with highly relevant guests at those aforementioned venues. The globe also formed a centerpiece at our style guide and millinery collective launches at The Ritz and Fenwick of Bond St respectively.
- The master advertisement was cut to create individual 'continent' executions to reach audiences, often dynamically, who were more interested in the Royal Meeting because of racing, pageantry, fashion or food. For example, a digital lead who may have watched our style guide video (promoted with paid support) would be retargeted with a fashion iteration of our digital advertisement. Our videos and ad ran with an impactful sting that reinforced the creative <https://www.youtube.com/watch?v=7DqjD56kHiU&feature=youtu.be>. We knew exactly what creative / platform combinations were best converting new and previous customers so up-weighted investment accordingly. Over 100 taxis in central London and the City featured campaign branding on the exterior and promoted video content within them. Digital screens triggered by an upward movement in the FTSE index encouraged workers in Canary Wharf and City of London offices to step into another world.
- The raceday app presented the event as a 'World Like Nowhere Else' including a live stream of Ascot TV, immediate race highlights, a racecard and a comprehensive searchable overview of restaurants, bars and menus available to the racegoer in relation their location <https://www.youtube.com/watch?v=Qgo0sae0xWg>
- During the Royal Meeting, the original artwork was beautifully displayed in the Grandstand with supporting ipads allowing users to share their stories and navigate the digital microsite. Across the site, visual cues from the globe underpinned the campaign. The site was dressed using visual elements taken from the globe. ³

Results



Improved Customer Engagement

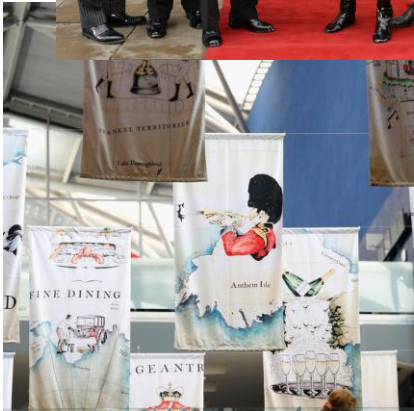
- ✓ The Royal Ascot microsite supported increased sessions (up 16% to 2.8m), page views (increased by 3% to 12.9m), and unique visitors (up 6% to 1.5m) vs. last year (Jan 1 – June 30). Pre-event Facebook reach from Jan 1 increased to 17.6m (a 87% increase vs. 2016) supporting greater engagements (up 69% to 658,000) which in turn contributed to improved sales.
- ✓ Our cohesive 'always on' attribution model across display, search, email and social allowed us to be responsive to ad performance leading to a 21% improvement on return of ad spend (ROAS).
- ✓ The Globe tour directly generated over 200 pieces of relevant coverage during the crucial sales periods in March and April. The launch at the Goring itself generated coverage in The Evening Standard, The Times, ITV (Local news), The Daily Telegraph, CNN and The Week
- ✓ The World Like Nowhere else stings contributed to 87% video completion rates (against a 70% industry average) on our Video on Demand advertising across Channel4's 40D and Sky Pull platforms.
- ✓ We achieved 23,000 downloads of our World Like Nowhere Else raceday app. 10,000 of whom were previously unknown. Several hundred additional new customer records were captured around the in-venue display.
- ✓ We delivered over 2m video views from closely targeted customer profiles through content that had been created in a collaborative manner with our sponsors. Each impression was tracked and valued to meet our obligations to our partners. Sponsors used our creative toolkits to extend the campaign reach through their own channels.
- ✓ and our shop also sold out of fine china cups which featured the globe on the first day!

Supported 8% revenue growth

- ✓ 6% increase in Ticket Sales to £13.9m. A record 24,532 new ticket bookers were attracted, an increase of 8%. We also attracted 8,568 returning bookers a marginal increase on 2016.
- ✓ 8% growth to £16.7m in Hospitality Sales.
- ✓ Public Catering sales grew by 10% to £6m.

Supporting Information

From clockwise. Crops from the globe featured in various advertising formats; within the venue including as a showpiece and formed the key content of a national tour that supported our PR coverage.





Showcase
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2017

Aintree Racecourse

- Racing Together Community and CSR Award
- **Aintree Community Programme – Impact and Innovation**

Proudly partnered by

MoëtHennessy **RACING POST**



Objectives



- **The Aintree Community Programme aims through the power of horseracing and the Grand National to inspire children and adults alike to the best they can be**
- The Programme aims to have a structure to ensure it focusses on the important issues in the community and it helps to create a positive feeling about the racecourse and give something back to the local community
- Build on the fantastic work in 2015/16 and combining it with a sustainable long term programme of initiatives and partners which will help bolster awareness and understanding of Aintree and its importance to Liverpool
- Use the new, innovative and state-of-the-art Peter O'Sullivan Community Hub at Aintree Racecourse to provide a long term focal point for all community activity and a funding stream for the Programme to ensure a long term future for serving the community
- Aintree was selected as the 'Beacon Racecourse' as part of the Racing Together National community project for a two year pilot study. Due to the success this has been extended to a third year. Aintree's pilot study has started to and aims to continue to coordinate and communicate British Racing's community through a number of projects focusing on educational activities, that make a real difference to local pupils. The objective is also to roll this out to other UK racecourses in due course
- Reputational benefits from being closer to opinion shapers, industry and commerce, the education world and community groups in Liverpool and throughout Merseyside



Delivery



Five themes with a key structure-Health and Wellbeing; Riding in the Community; Mental Wellbeing; Community Engagement; Disability. Partners include, **Hft, Everton in the Community, Liverpool Military Vets HQ, Invictus Games, Alder Hey, Barrie Wells Trust, RDA, Crimestoppers**

Brand new for 2017 - 360 Virtual Reality Headsets—Aintree invested in VR headsets to show ITV 360 VR Grand National 17 footage-used at every ACP session. **Military Veterans Programme**—brand new programme launching at **new community raceday** on 11th Nov-support 20 local Military Vets in partnership with Liverpool Military Veterans HQ. Funded programme, £25k a year for 3 years-supported by Metro Mayor Steve Rotherham.

Invictus Games regional participants—working with Invictus Games CEO, Aintree is launching similar programme to above to support Mil Vets who represent UK in Invictus Games. **Peter O’Sullivan Community Hub**—officially opened by AP McCoy & Mayor in Dec16-provides structured focal point for all community activity and open for schools/clubs to use and create even greater community links. **New structured relationship with Everton in the Community**-new funding included (£12.5k per year from EFC)-dozens of disabled riding sessions at Aintree for young people and monthly Grand National Dementia Tours for patients. **Hft**—Aintree secured £15k per year funding to deliver disabled riding sessions at Aintree and RDA’s Beechley stables for adults with autism. Hft also have a room in the POS Hub which showcases independent living. **Work Experience**—in 2017, Aintree took five students on work exp for 2 weeks each (2 x beacon activity)-gained experience in six departments. **Holly Lodge School**— 25 design students did Ladies Day project-hats with Red Rum theme from Jan-Apr—showcased at GN. **Grand National Trophy Tour** to two local schools, new for 2017, Archbishop Beck, with Katie Walsh, Carrie Ford and Randox and a **GN Fence Tours** for dozens of Maricourt and Archbishop School kids. **Several Crimestoppers** sessions in POS Hub to inspire & integrate local kids with behavioural issues

Successful programmes continued from 2016 to 2017 - Racing Together Beacon Racecourse, - Racing to School (stage 1)- Third year (extended due to Yr1/2 success) of Aintree inviting a dozen local schools and hundreds of kids to Aintree. **Racing Together Beacon Racecourse – (stage 2)** – Second year of a dozen Aintree staff going into local school. Undertook **jockey visit to Alder Hey children’s hospital** on Ladies Day of the Randox Health Grand National (in its 13th year). Another visit due to take place with **Sir AP McCoy, Sam Quek and Katie Walsh** in October to extend our support. **LJMU provided Grand National opportunities for several different courses.** A full day with 50 sports journalism fresher students took place in Sept17.

Results



- Please click [HERE](#) to see a compilation video of a small sample of the ACP activities in 2016/7
- Brand new for 2017 -360 Virtual Reality**-ACP used Grand National ITV footage-young to old people & taken to local hospitals/schools–hundreds of people-helps to inspire Next Generation, very well received - [IMAGES](#)
- Military Veterans Programme**- fortnightly programme at Aintree, physical activity such as learning to ride, golf etc; to education sessions as well as going to Donald McCain's yard. Support integrating back into civilian life. They will also educate youngsters on team work/camaraderie and will, in time, have the opportunity to work (paid) as stewards/security on racedays as well as the Aintree International Equestrian Centre
- Invictus Games**-more condensed programme initially from Dec17-Apr18 following the Games in Toronto in Nov17.Similar structure to above programme and lead into Grand National Thursday where they will be part of the newly created Champions Lounge with their families. Approx. 14 people. BBC NW to follow their progress
- Peter O'Sullivan Community Hub** officially open in Dec by Sir AP McCoy, the Mayor & Aintree Chairman-inc Education Rooms, **Hft** SMART House disability room, GN history room etc–used for all sessions and revenue stream to help ensure programme long term–**1460 children/adults in 2017** used it-[FOOTAGE](#) & [IMAGES](#)
- Everton in the Community & Hft**–in 2017, 192 young people with autism/learning difficulties from Hft and Everton ([IMAGES](#)) and 134 dementia patients from Everton ([IMAGES](#)) have enjoyed activities
- Work experience – Five students from local schools in 2017** - one student, Shayne Garforth, enjoyed it so much that she cancelled her other work experience to stay at the Aintree Eq Centre–now works at Eq Centre
- Holly Lodge School** – dozens of hats were showcased at Aintree's Northern Media Lunch and at the Grand National Festival in the Red Rum suite from 25 students – hats featured on BBC Breakfast at GN – [IMAGES](#)
- GN Trophy Tour**-Katie Walsh, Mable the ACP mascot, Radox-engaged with approx. 230 children – [IMAGES](#)
- Successful programmes continued from 2016 to 2017 - Legacy : Racing Together– third year** – approx. **240children** attended Racing to School prog at Aintree in summer and approx. **1300 children** will be part of stage two which will aim to inspire the future interacting with local schools about racecourse job opps. Several Aintree staff took classes at school. [IMAGES](#) ; **Annual jockey visit to Alder Hey-18 jockeys** inc AP McCoy as well as Neptune Collonges-visited several wards in a two hour visit with soprano Laura Wright singing for first time – [IMAGES](#); **LJMU activity** – engaged with hundreds of students - [IMAGES](#)

Supporting Information



Small selection of media coverage of the ACP – please click on links:

- **Liverpool Echo** - ACP has free fortnightly half page -two examples below:
 - [Launch of The Peter O'Sullivan Community Hub](#)
 - [Partnership with Everton in the Community – NW leading the way](#)
- [ITV Granada](#) – Jockeys to Alder Hey with soprano Laura Wright and Neptune Collonges
- **BBC Radio Merseyside** – Katie Walsh, Carrie Ford and Randox on GN Trophy Tour
- **Radio City** – Grant Rowley discussing the Aintree Community Programme in May17
- [Hft website](#) – Partnership announcement and SMART House showcase
- [Randox Health website](#) – GN Trophy Tour to Archbishop Beck & Maricourt
- [Alder Hey Hospital website](#) – GN Legends visit Alder Hey Hospital
- [MSN website](#) – launch of The Peter O'Sullivan Community Hub

Quotes: Vicky Gosling, CEO of the Invictus Games: “Aintree’s Community Programme is inspiring, a lot of fantastic work already takes place and we’re delighted to be working with Aintree to provide a unique experience for military vets from the region to be part of a programme which will hugely support them and their families”; **Mark Haig, Liverpool Military Veterans HQ:** “We’re proud to be working with The ACP, such a respected member of the community and at such an iconic venue. Our main aim is to support veterans and their families and together, with Aintree, we’re confident we can make a tangible positive impact in terms of health and wellbeing and bring back some of the camaraderie for Vets.”; **Mike Salla, Director of Health, Everton in the Community, said:** “Delighted to extend our relationship with the ACP this year–the relationship has been a huge success over the past few years by delivering unique experiences for kids and adults. The riding sessions for our disability programme as well as the dementia tours have been really well received.” **Shayne Garforth, work experience:** “I loved being at Aintree-it’s inspired me to want to work in horses and am grateful to now work at Equestrian Centre.”





Showcase
& Awards
2017

Goodwood Racecourse

Digital and Social Media Excellence

'Content is King'

Revolutionising Racecourse Video Content

Proudly partnered by

MoëtHennessy **RACING POST**



Objectives



The way we consume media is ever evolving. As a Racecourse our place in the digital sector cannot be underestimated; to retain, engage and grow our following we needed to become content creators and switch emphasis to a 365-day, video content plan. With this in mind we set the following goals and their respective KPIs before launching the video project:

Objective 1 – Increase Social Media Engagement & Video Views Across All Social Channels

Whilst we want to grow our overall social following it was just as important to ensure we increased engagement and views from our existing followers. In fact, achieving Objective 1 will directly influence the outcome of Objective 3 - a healthy, engaged social following will give social proof that yours is a channel worth following. As a result of increased engagement we fully expect to see a rise in revenue driven by social media, as well as assisted conversions. All KPIs mentioned are based on figures counted from the project start – 1 July 2017.

KPI – Reach 1 million video views before the end of 2017 – counted from 1 July 2017.

KPI – Increase both video views and engagement by 100% YOY – counted from 1 July 2017.

Objective 2 – To Transform Racecourse Video Output – Bringing an Innovative Approach to Content

Using new technologies and a fresh approach, we wanted to create videos that set us apart from others in the industry and brought the sport to a wider audience.

KPI – Work with a sponsor to create a first of its kind video

KPI – Create a video content strand that puts the viewer in the heart of the action – racing & non-racing

Objective 3 – To Increase Overall Social Audience

Having an increased social media following provides us with a bigger pool of people to engage with in future years, for both content pieces and marketing messages.

KPI – Increase social audience by 10,000 across Facebook, Twitter and Instagram collectively.

KPI – To become second most followed UK racecourse on Facebook (from 4th to 2nd) which includes closing the gap of 8,000 followers between 4th and 3rd.

Delivery



Objective 1 – Increase Social Media Engagement & Views Across All Social Channels

- We recruited a video & engagement company that could help to bring a fresh perspective on racing content.
- A part-time Project Manager was recruited. It was vital that they had extensive industry knowledge and contacts that could be leveraged. This person was the link between the internal Marketing Team and the production outfit.
- To fully optimise delivery we contacted stakeholders, partners, sponsors, owners, trainers, jockeys and industry bodies to encourage collaboration/sharing and cross-posting on their channels.
- UGC was a key part in what we produced. The rawness and authenticity of such content saw it as this is one of the most engaging forms of video. The PM's ability to reach out to the racing industry was key to doing this.
- A re-posting schedule was drafted in order to reach audiences around the world that would not necessarily see the video at the time of posting.

Objective 2 – To Transform Racecourse Video Output – Bringing an Innovative Approach to Content

- To coincide with the build up to QGF, we drew upon historic footage, with a fresh, graphic-led approach.
- Across the entire QGF week using special video glasses we captured a '*Through The Eyes*' first-person video strand, such as [Frankie Dettori's journey](#) as he arrives at the racecourse, a [groom's perspective](#) as well the view of a [stall handler](#) as they load the horses into the stalls. This gave the viewer an unprecedented level of insight.
- Working with betting partner, Matchbook, we leveraged their Ambassador, Hayley Turner, and created a first of its kind video, giving a [360-degree course ride](#) at Goodwood. In addition to social media there was an activation area where racegoers could try on the 360-degree goggles and virtually 'ride the course'.

Objective 3 – To Increase Overall Social Audience

Creating videos that engaged with our existing following had the knock on effect of receiving increased shares, giving more visibility to our content to those outside our current 'owned' audience. To complement this we:

- Created a unique [Facebook Live quiz](#) competition.
- Utilised social followings of our contacts to cross-pollinate our content. The by-product being views and likes.
- The running of a Facebook 'Like' campaign to target those that had already engaged with our content, but not yet followed us.

Results

Objective 1 – Increase Social Media Engagement & Video Views Across All Social Channels

- Our first and most important target was to reach a cumulative video view total of **1 million** before the end of 2017. Our current video view total stands at just over **1.5 million video views (up 290% YoY)**. Some of the most pivotal videos in reaching this target are pictured and linked below (*click on image to view*).
- A 460% increase in audience engagement YoY.
- Since the project started revenue driven by social media is up +233% & assisted conversions by +367%.

Objective 2 – To Transform Racecourse Video Output – Bringing an Innovative Approach to Content

- The reimagining of historic footage with graphic overlays saw two videos, [Olympic Glory](#) and [Frankel](#), reach views of 85,000 and 132,483 respectively. The repost of a graphic-led Frankel video saw it become our most successful ever post on Twitter, with 66 comments, 344 retweets, 773 likes, 78,020 impressions and 24,661 views.
- The *‘Through The Eyes’* series of videos garnered 271.2K views
- The [360-degree video](#) was played out on ITV and has also seen results of 10,868 video views on social.
- We became the first racecourse to utilise the crosspost feature on Facebook. This was used successfully with both [Matchbook](#) & [British Champion Series](#) to great effect, assisting the overall level of views & engagement.

Objective 3 – To Increase Overall Social Audience

- Our social audience growth is up 315% YoY, with Facebook increasing by **14,071 new followers** alone, along with an increase of 4,056 on Twitter and over 1k on Instagram. Far exceeding the 10k KPI.
- As a result we have now leapfrogged both Cheltenham and Aintree to become the **second most liked UK racecourse page on Facebook** and surpassed an audience following of **50,000**.



Supporting Information

For highlights of key statistics and video content produced throughout the project, please click on the picture to the right.

Top 10 Videos – by views:

1. Being Frankie: Have you ever seen Frankie Dettori like this before?
<https://www.facebook.com/GoodwoodRacecourse/videos/1584329331612407/>
2. Olympic Glory: From last to first – an explosive finish...
<https://www.facebook.com/GoodwoodRacecourse/videos/1576818299030177/>
3. Frankel's turn of foot was magnificent in his two Sussex Stakes wins...
<https://www.facebook.com/GoodwoodRacecourse/videos/1577902298921777/>
4. 'Through the eyes of a groom'. David Reddy and Last Enchantment...
<https://www.facebook.com/GoodwoodRacecourse/videos/1583310631714277/>
5. 30 Seconds that could transform your summer.
<https://www.facebook.com/GoodwoodRacecourse/videos/1538697646175576/>
6. Hear from Big Orange as he prepares to make a hat-trick at Qatar Goodwood...
<https://www.facebook.com/GoodwoodRacecourse/videos/1577543665624307/>
7. Watch LIVE as Clerk of the Course, Seamus Buckley, Bradley Morrish...
<https://www.facebook.com/GoodwoodRacecourse/videos/1582054645173209/>
8. How does it feel to watch a race as a groom? Watch this emotional rollercoaster
<https://www.facebook.com/GoodwoodRacecourse/videos/1582331201812220/>
9. 'Through the eyes of a jockey'. Onboard with Martin Harley and Greenside...
<https://www.facebook.com/GoodwoodRacecourse/videos/1584262821619058/>
10. Freddy Tylicki: It was my life through and through.
<https://www.facebook.com/GoodwoodRacecourse/videos/1589579331087407/>





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Results

Objective 1 – Increase Social Media Engagement & Video Views Across All Social Channels

- Our first and most important target was to reach a cumulative video view total of **1 million** before the end of 2017. Our current video view total stands at just over **1.5 million video views (up 290% YoY)**. Some of the most pivotal videos in reaching this target are pictured and linked below (*click on image to view*).
- A 460% increase in audience engagement YoY.
- Since the project started revenue driven by social media is up +233% & assisted conversions by +367%.

Objective 2 – To Transform Racecourse Video Output – Bringing an Innovative Approach to Content

- The reimagining of historic footage with graphic overlays saw two videos, [Olympic Glory](#) and [Frankel](#), reach views of 85,000 and 132,483 respectively. The repost of a graphic-led Frankel video saw it become our most successful ever post on Twitter, with 66 comments, 344 retweets, 773 likes, 78,020 impressions and 24,661 views.
- The *‘Through The Eyes’* series of videos garnered 271.2K views
- The [360-degree video](#) was played out on ITV and has also seen results of 10,868 video views on social.
- We became the first racecourse to utilise the crosspost feature on Facebook. This was used successfully with both [Matchbook](#) & [British Champion Series](#) to great effect, assisting the overall level of views & engagement.

Objective 3 – To Increase Overall Social Audience

- Our social audience growth is up 315% YoY, with Facebook increasing by **14,071 new followers** alone, along with an increase of 4,056 on Twitter and over 1k on Instagram. Far exceeding the 10k KPI.
- As a result we have now leapfrogged both Cheltenham and Aintree to become the **second most liked UK racecourse page on Facebook** and surpassed an audience following of **50,000**.



Supporting Information

For highlights of key statistics and video content produced throughout the project, please click on the picture to the right.

Top 10 Videos – by views:

1. Being Frankie: Have you ever seen Frankie Dettori like this before?
<https://www.facebook.com/GoodwoodRacecourse/videos/1584329331612407/>
2. Olympic Glory: From last to first – an explosive finish...
<https://www.facebook.com/GoodwoodRacecourse/videos/1576818299030177/>
3. Frankel's turn of foot was magnificent in his two Sussex Stakes wins...
<https://www.facebook.com/GoodwoodRacecourse/videos/1577902298921777/>
4. 'Through the eyes of a groom'. David Reddy and Last Enchantment...
<https://www.facebook.com/GoodwoodRacecourse/videos/1583310631714277/>
5. 30 Seconds that could transform your summer.
<https://www.facebook.com/GoodwoodRacecourse/videos/1538697646175576/>
6. Hear from Big Orange as he prepares to make a hat-trick at Qatar Goodwood...
<https://www.facebook.com/GoodwoodRacecourse/videos/1577543665624307/>
7. Watch LIVE as Clerk of the Course, Seamus Buckley, Bradley Morrish...
<https://www.facebook.com/GoodwoodRacecourse/videos/1582054645173209/>
8. How does it feel to watch a race as a groom? Watch this emotional rollercoaster
<https://www.facebook.com/GoodwoodRacecourse/videos/1582331201812220/>
9. 'Through the eyes of a jockey'. Onboard with Martin Harley and Greenside...
<https://www.facebook.com/GoodwoodRacecourse/videos/1584262821619058/>
10. Freddy Tylicki: It was my life through and through.
<https://www.facebook.com/GoodwoodRacecourse/videos/1589579331087407/>





Showcase
& Awards
2017

Beverley Racecourse

Food & Beverage

Winteringham Fields @
Beverley Racecourse

Proudly partnered by

MoëtHennessy **RACING POST**



Objectives



- 2016 saw the launch of a ¾ million pound refurbishment of the Attraction Restaurant and we were keen in 2017 to continue to innovate and show excellence in the most exclusive of our dining options. Feedback from restaurant goers shows appetite for a high end dining experience that was a little different to the norm, and a preference for an exciting, seasonal and local menu, so whatever we did needed to adhere to these guidelines.
- We wanted to create waves with a new level of service, experience and calibre of catering to attract a new level of high spending clientele we could interest in our top end hospitality and partnerships.
- One of our annual F&B objectives is to enhance the skills of our chefs and serving staff, and we identified that bringing in a high calibre chef to work alongside them would be one very good way of achieving this. This would be the first time either we or our caterers had undertaken a partnership of this kind.
- Colin McGurran was approached. His restaurant Winteringham Fields is widely considered to be one of the very best restaurants in the North of England and Colin sprung to fame when winning BBC2's Great British Menu in 2012. Colin was keen to work with us, liking our desire to innovate and the opportunity for him too to reach new audiences. The restaurant is also in a location across the Humber we are aiming to develop stronger links with.
- We aimed to deliver two different strands; a signature dish created by Colin to please existing restaurant goers, & a high-class dining event of an unprecedented level for us to attract new audiences. Both should have the effect of enhancing our own staff's knowledge & expertise. We aimed to sell 80% of places on the event, & the signature dish to account for 10% of restaurant main course orders through the season.
- Finally, we saw an opportunity to create positive F&B PR around a high profile partnership with a top class chef.



Delivery



- Winteringham Fields is a fully functioning farm and staff are encouraged to take an active part in the cultivation of their produce. Anything that cannot be grown or reared on site is sourced locally, a philosophy the chef refers to as their 'One-Mile Menu', and we were keen to ensure these catering principles were applied to our partnership. Colin and his team undertook four training sessions with our staff, instructing them on his ethos, cooking techniques, presentation and service to the highest standard.
- Two signature dishes were served in our restaurant throughout the season, crafted by Colin and prepared by our chefs, initially under his supervision and ultimately on their own. Diners had the choice of roasted rump of lamb, confit belly, new season pea salad, red chicory & romesco sauce, or slow braised beef cap, lovage pomme Purée, roasted shallots, bone marrow & bordelaise sauce. All the ingredients are sourced from Winteringham Fields to ensure the finest quality.
- The second element was a full kitchen takeover on the Season Closer, bringing Colin's famous 7 course tasting menu to our restaurant, preceded by a luxury gin reception. The menu was crafted to perfectly complement an afternoon at the races, with light, invigorating courses including a beetroot mousse with chicken liver parfait, pan-roasted gild head bream & a 78% chocolate delice with praline mousse & mint ice-cream. Experience was central, with diners on shared tables; the maître d' announcing each course as it was set down; 'novelty' courses such as the tomato gazpacho, crafted beautifully to look like a tomato but in reality something different; & the use of liquid nitrogen in a raspberry bomb pallet cleanser, delighting our own staff and diners alike. Given that this was an event designed to attract new racegoers, we also gave a tipping talk before lunch & ensured courses were staged around races. Guests were invited to the paddock to choose a Best Turned Out and present the trophy.
- The campaign for places was deliberately exclusive, opening an guest list that interested parties could register to be on, which we promoted to our own and Winteringham Field's mailing lists. We then opened bookings one day earlier to this guest list than the general public.



Results



- The signature dishes have been a great success in the restaurant, with over 600 ordered through the season and feedback consistently excellent. Over 25% of diners at each meeting on average have chosen the signature dish and some repeat diners have chosen it every time they visit. Attendances have been at a record high in the restaurant this season, with 100% of meetings sold out since launching. See the supporting information page for a selection of the feedback we have received.
- The Winteringham Fields @ Beverley Racecourse event proved another great success; places sold out within an hour of going on sale. The guest list concept has given us a brand new database of customers interested in high end hospitality at the course to target for future events. 83% of the attendees were visiting for the first time, meaning we smashed our goal of introducing new customers to the course. It was also heartening to see despite many attendees being newcomers, the restaurant emptied for each race, with them engaging in the sport.
- On an experiential level, we have successfully put on a much higher level event than any we have run before. The quality of catering, presentation and service was unparalleled, drawing praise from customers – see the supporting information page for a selection of the feedback.
- Not only did our staff gain invaluable training and experience, the benefit of which was reflected in our Visit England report, they have enjoyed it immensely and it has been excellent for our relationship with them. Going forward we are training staff to talk through dishes and their provenance on our normal menu, as we found this very popular with diners and also good for the staff's pride in their work.
- The partnership has been a great pilot for a concept that both ourselves & other small courses can re-use.
- Well over 300 sign ups to the early access mailing list and a 70% + open rate on emails to us indicated we had very much hit the mark in terms of giving customers what they wanted.
- The associated PR of the event has been superb, with 22 pieces of high quality coverage from the Yorkshire Post to The Journal, a regional aspirational glossy, a potential online readership of 2.86million, 55.7k estimated coverage views and over 200 social shares.

Supporting Information



• https://www.facebook.com/pg/BeverleyRacecourse/photos/?tab=album&album_id=1146968342071240

• “We were extremely excited when we saw that Winteringham Fields was to come to Beverley Races. We have eaten in the restaurant at Ladies Day for the last few years, however, we wanted to do something different. The atmosphere was relaxed and we had a great time meeting with new people on our table. The food and service were excellent. Colin really had our attention at each course and we were constantly surprised at his innovation.” Raeann Rooms

• “Whilst the level of dining offered was already good, this link up has inspired our staff to look to another level. Two or three are on a trainee management programme and it so enthused them to see how Michelin recommended food was prepared & presented. As far as we are concerned this is just the start.” Tim Wray, Outside Catering Manager, CGC

“The difference in the Attraction Restaurant his year was unmistakable. Always a pleasant experience, but totally enhanced by the addition of exceptional signature dishes that we just didn’t expect. The service was totally lifted too – we thought we’d been transported to Claridges every raceday!” David Kilburn, regular restaurant attendee



Star chef and racecourse team up for a winning combination

Trudi Davidson on a joint project by chef Colin McGurran and Beverley Racecourse

Colin McGurran, chef at the Attraction Restaurant, has teamed up with Beverley Racecourse to create a special menu for the upcoming racing season. The chef, who has worked at the restaurant for over 10 years, is known for his innovative and delicious dishes. He has been awarded a Michelin star for his work at the restaurant.

The new menu features a range of dishes that are inspired by the racecourse, including a special dish that is only available on race days. The chef has also been working on improving the service at the restaurant, ensuring that every guest has a memorable experience.

The partnership between the chef and the racecourse is a testament to the high standards of the Attraction Restaurant. It shows that the chef is committed to providing the best possible dining experience for his guests, and that he is always looking for ways to improve and innovate.



HandCNews @HandCNews - 17h
Celebrity chef @colinmcgurran cooks up a treat for racecourse diners @Beverley_Races hospitalityandcateringnews.com/2017/04/celebrity-chef-cooks-up-a-treat-for-racecourse-diners



A chef in a white uniform is cooking in a kitchen, with a group of people standing in front of him.



A chef in a white uniform is cooking in a kitchen, with a group of people standing in front of him.



Showcase
& Awards
2017

Ascot

Operational Excellence

Introducing the Village
Enclosure at Royal Ascot
2017

Proudly partnered by

MoëtHennessy **RACING POST**



Objectives

Despite still selling out over the final three days of each Royal meeting in the past three years, we knew from customer feedback and slowing sales rates that value-for-money perception was falling in Windsor Enclosure. Socio-economic profiling of existing customers identified that Windsor Enclosure guests could spend more given the right offer. Opening a new enclosure, The Village, on our three sell-out days and priced between our existing two enclosure offering would:

- ✓ Underpin our elegant, uplifting and original brand values.
- ✓ Facilitate an improved Windsor Enclosure experience by allowing us to reduce its capacity by 1500 people. In turn, by creating a contemporary yet still an unmistakably Royal Ascot experience we wanted to attract a new audience of aspirational 25-40s year olds (and migrate some with that existing profile within the Windsor Enclosure) in order to protect overall revenue through selling 13,500 tickets in this more expensive enclosure to guests who would also spend more on the day.
- ✓ Emulate today's successful cultural festivals by offering customers' choice to tailor their day within this enclosure in order to deliver a positive customer experience that would support future growth.
- ✓ Create a big PR story to support overall sales in March, a crucial sales month, by launching our first new enclosure in 100 years. An enclosure curated to be highly relevant for the 21st Century yet steeped in Royal Ascot heritage as the central heath was a key raceday component in the early 20th century (e.g. see image bottom right from 1922).
- ✓ Support our broadcast partners by creating a visual spectacle through having another 5000 people inside the track over the final furlong.
- ✓ Support the existing entry-level hospitality offer on the heath side called Villiers which some customers said had previously felt isolated and lacking atmosphere.



Delivery

- Focus groups identified an aspirational millennial audience prepared to pay more than Windsor Enclosure prices for a more spacious, exclusive environment with entertainment at its core. Live music throughout the day and into the evening, a more varied food offer, an aspirational dress code plus a race view with the imposing Grandstand as a backdrop and proximity to the winning line were seen by these groups as supporting a ticket price £20+ more than a Windsor Enclosure ticket. These groups directed us to visit and benchmark against boutique festival offers such as Wilderness and street-food destination Dinerama.
- Music was deliberately eclectic to offer choice and ensure 'talkability' before the event. Acoustic, jazz, funk, swing, soul artists, DJs and even a set with a head-to-head of two brass bands were sourced. Innovative, emerging London-based street food operators such as Hot Box, Bobs' Lobster, Spice Box and Mai Taiko were invited <https://www.ascot.co.uk/royal-ascot-village-enclosure-food-drink> to offer an evolving menu from brunch, lunch, tea or their take on 'fast food' (portion sizes and how food was served was tailored to an audience in their finery). A pre-bookable option offering leisurely lunches and afternoon tea sittings were developed to drive spend per head and heighten that important sense of occasion. Guests in the Village enclosure were invited to shape their ideal itinerary by selecting from the entertainment, racing and dining options on a new app.
- We built an aspirational market positioning through a launch event at The Goring where 40 journalists saw the launch video <https://www.youtube.com/watch?v=D8szT3BPidE> sampled the Village menu and were introduced to some of the music acts with a live set. Key influencers and bloggers from food and music sectors were entertained in the Village over the 3-days which should support 2018 coverage.
- There was no existing infrastructure on the heath. 'Back-of-house' was hidden by customised scrim. In order to justify a price increase from Windsor Enclosure but not undermine the more premium Queen Anne Enclosure ticket every decision was rationalised. For example, how the toilets were decorated was positioned accordingly between the two established enclosures. Three music stages were centre-points for three different aspirational areas e.g. a Bandstand for acoustic performances positioned with a relaxed champagne bar and charcuterie offer; an airstream stage added atmosphere to a cocktail bar (serving the signature Royal Blush cocktail)
- A new raised terrace overlooking the main stage was added to The Villiers Club, a entry level hospitality offer, from where guests were able to enjoy a post-racing BBQ. Hospitality guests in Villiers enjoyed private sets from some of the music guests which supported economies of scale on booking entertainment. Private Gazebos for groups of 16 added to the enclosure's aspirational nature and pushed spend per head up.

Results

- ✓ Launch coverage generated 23 stories which contributed to record overall Royal Ascot ticket sales by 1st April. The Times, BBC Sport Online, The Telegraph online, CNN Online, Evening Standard and The Week ran the story.
- ✓ 13,500 Village tickets sales supported an overall 6% ticket revenue increase. Village average ticket yield was over £50 vs. a yield of £33 in Windsor Enclosure.
- ✓ 90% of our Village bookers were new to Ascot demonstrating how it helped us attract record 24,532 new bookers (up 8% on previous year). Most were 25-40 years of age with a socio-economic status similar to the Queen Anne customers. The remaining 10% upgraded from the Windsor Enclosure.
- ✓ Spend per head on food of £9 in the Village (vs. less than £2 in Windsor Enclosure) supported an overall public catering sales growth of 10%.
- ✓ Nearly 40% of survey respondents in the Village Enclosure said the event 'atmosphere' exceeded their expectations (vs. just 6% who said it did not meet expectations); a quarter said the choice of food and drink exceeded their expectations while 90% felt the entertainment offer met or exceeded their expectations. 'Sense of space' scores were better here than other enclosures. A Net Promotor Score of 61 rated from Village guests is healthy. 44% of guests said that the Village had exceeded their overall expectations. Crucially, the Windsor Enclosure scored year-on-year exit survey improvements on value for money perception (79% said they had paid what they expected to vs. 66% a year ago). 25% of returning Windsor Enclosure guests said the day had been better than expected. Higher than a year ago.
- ✓ Both ITV and NBC filmed in the Village Enclosure and commented that a crowd on the inside track supported the visual spectacle of the race.
- ✓ Stronger sales in the Villiers Club than a year ago contributed to 8% hospitality sales growth. Villiers guests stated they were more 'likely to recommend' than a year ago.

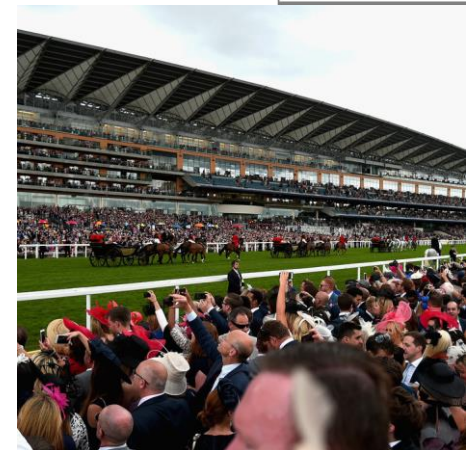


The launch secured a front page headline 'Royal Ascot Betting on Festival Generation' and a full page 3 in the Evening Standard– March 1st

Supporting Information

Images from clockwise. A double-page advertorial in Time Out to launch the concept to a highly relevant audience supported strong launch sales. The Enclosure offered trackside viewing (supporting broadcaster pictures across the track) and revellers overwhelmingly said that the Village food offer, design flourishes, sense of space and eclectic entertainment created an atmosphere that exceeded their expectations. Comments from our exit surveys included:

- I have been going to Royal Ascot often over 20 years and this year attending the Village Enclosure brought a nice new vibe to the Ascot experience
- It was glamorous, fun, exciting, friendly, everything I expected it to be.*
- I really liked the atmosphere and the trendy festival feel.*
- Food was fantastic with a great variety of cuisines and I will definitely be looking up a few of the outlets I visited outside of Ascot.*
- The live music and vibe at the Village was a unique experience*
- The atmosphere lived up and exceeded that of most festivals, the dress code enhanced the occasion and made it feel special. (It felt like a formal version of Glastonbury)*



7439 guests responded to our survey across Queen Anne, Windsor, Village and Lapsed





Showcase & Awards 2017

Hamilton Park Racecourse

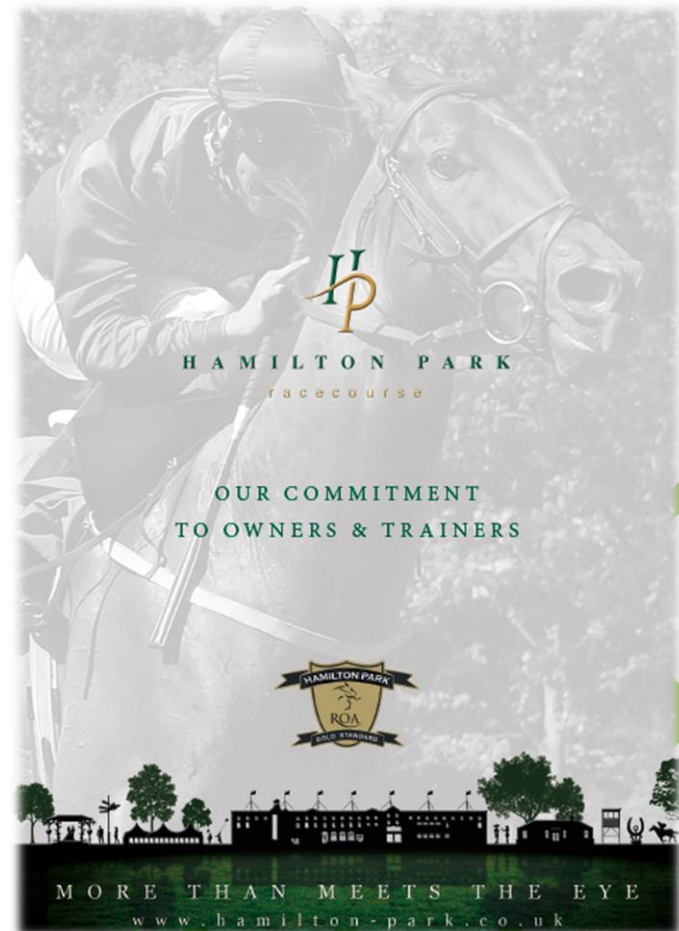
ROA Owners' Experience

Exceeding Expectations



Proudly partnered by

MoëtHennessy **RACING POST**



Objectives

Owners and Trainers are guaranteed a warm welcome at Hamilton Park and, with record prize money on offer in 2017, we have endeavoured to impress our visitors at every turn. From our dedicated car park, bar and restaurant for Owners and Trainers to our professional, smiling and friendly staff, we want to make sure that Hamilton Park Racecourse is a place Owners look forward to visiting again and again. To support this we set the following objectives for 2017:

Our Objectives

- Exceed the expectations of Owners visiting a small, independent racecourse.
- Deliver a professional, warm welcome in exclusive facilities in a prime location.
- Maintain ROA Gold Standard and uphold our Commitment to Owners Charter.
- Provide high quality, complimentary dining to visiting Owners.
- Offer easily accessible, valuable pre-visit information covering everything from badge entitlement to track conditions.
- Increase return on investment for our Owners through enhanced Prize Money.
- Highlight our significant, historical races to O&T.
- Help our Owners and Connections 'Celebrate the Moment' of their win or place.
- Integrate the new PASS system efficiently into our operations.
- Increase Owners' attendance.
- Increase average Entries and Declarations across the season.
- Increase the number of individual trainers represented at Hamilton Park.



Delivery



For 2017, Hamilton Park Racecourse committed a record level of prize money of nearly £1.2m, a 15% rise on 2016, and nearly 60% above BHA minimum values across the race programme.

All fixtures at Hamilton Park were worth at least £50,000, with no individual race worth less than £5,000. The investment at the lower and middle tiers of the programme put Hamilton Park at the forefront of supporting the grassroots of the sport, and was outlined in our pre-season communications to Owners' & Trainers'. (Link to this in Supporting Information)

Dedicated Owners' & Trainers' facilities, including exclusive bar, reception and dining areas, were refreshed, along with a private lawn. All of these areas are positioned in a prime location overlooking the Parade Ring and Winners' Enclosure.

A new, dedicated Owners' & Trainers' liaison, Aimee Perratt, was recruited to oversee these facilities and ensure a professional, friendly, efficient and personal service was delivered at all times.

Our Owners' Restaurant, Sprinters', provided a restaurant-quality, two-course meal for Owners with a runner. Owners were also invited to return later in the day for afternoon tea, all with the compliments of Hamilton Park. A dedicated Maître D', Mena McDowall, was in place to ensure customers expectations were exceeded through an exemplary and personal service.

Celebrating the Moment – For 2017, we introduced upgraded Owners' mementoes, including engraved glassware, a copy of their race on a leather-bound, branded USB stick, a bottle of Moët Champagne and a framed picture, all presented in a HPR branded Jute Bag.

Winning Connections and, where appropriate, placed connections, were invited to re-watch their race in our exclusive Winners' area whilst enjoying a glass of champagne. They were also invited to sign our new Winners' Wall (picture on page 5) which celebrated and recorded every race winner of the season.

Our CEO Vivien Currie then personally wrote to all winning Owners to congratulate and thank them for choosing Hamilton Park to run their horse.

We re-introduced two historic trophies for two of our key races, The Glasgow Stakes and the Scottish Trophy – linking these races to the history of Hamilton Park beyond our standard mementoes.

Our Racing Manager has been more accessible to Owners & Trainers than ever before, providing information and going updates via social media and responding to queries personally. We also enhanced our online content to include easy to find information on Owners' entitlements, the 2017 Race Programme and also the latest from our new, onsite weather station. This was installed to ensure the latest weather information is available to Trainers and Owners.

Results

2017 saw an increase in Owners' attendance of 4% on 2016.

Feedback from Owners – “From arrival to departure all the staff were friendly, smart, helpful and knowledgeable. Nothing was left to chance to ensure everything was correct. The cleanliness and standard of catering in the Owners' restaurant was first class.”

“My wife and I had a wonderful evening at the races yesterday. The staff in the restaurant were courteous and attentive and Mena in particular, went out of her way to ensure we had an enjoyable experience.”

ROA Gold Standard – We have been proud holders of the ROA Gold Standard consistently since 2008, including 2017. We are currently waiting for confirmation of our renewal for 2018.

The integration of Aimee Perratt into the role of Owners' Liaison on all racedays provided a familiar face for Owners who attended regularly. Aimee also took time to learn the names of Owners and used that learning to greet individuals by name, giving a personal and friendly feel on arrival.

We have received excellent feedback on our new O&T Reception staff, who have helped create a welcoming environment for our visiting Owners to enjoy.

1,416 Complimentary meals served to Owners during the season.

The average number of Entries increased by 7% and the average number of Declared runners increased by 2%.

The number of individual Trainers represented at Hamilton Park increased by 14%.

Our Racing Managers' Facebook going updates reached over 70,000 people.

We were keen adopters of the new PASS system, putting our team through full training to ensure the transition and subsequent welcome to our facilities was as smooth as possible.

The winning connections of The Listed EBF Glasgow Stakes was presented with the newly named Glasgow Trophy whilst the winners of The Scottish Trophy Handicap received the Lord Hamilton of Dalzell Memorial Trophy, created in memory of one of the founders of the existing Hamilton Park site.

Our Champion Owner has his colours flown on a flag above the Grandstand, overlooking the winning post, in acknowledgment of their achievement for the previous season.

Our 2016 Champion Owner took sponsorship at the course for 2017 and is now in discussions to develop further partnerships with Hamilton Park Racecourse.



Supporting Information



- Link to Owners section of our website - <https://hamilton-park.co.uk/horse-racing/owners-trainers/>
- Link to our pre-season Owners communication, highlighting our commitment for 2017 and beyond - https://hamilton-park.co.uk/wp-content/uploads/2015/03/40912_Hamilton-Park-OT-Leaflet-1.pdf
- Link to our weather station - <http://www.terramet.com/cgi-bin/hamiltontdisplay.pl>
- Link to our race programme - <https://hamilton-park.co.uk/wp-content/uploads/2015/03/Flat-Programme-2017-Condensed.pdf>

The collage includes a video player with the title 'FA reforms' featuring Dame Heather Rabbatts, an FA Board Member. To its right is a cricket scoreboard for a match between India and Australia. Below the video is a racing news snippet: 'Hamilton Park Racecourse announces a 15% increase in prize money for 2017 to almost £1.2million'. The rightmost image shows a group of people standing with horses on a racecourse track.

Racecourse's historic prize pot

Racing
Hamilton Park Racecourse has broken through the £1 million barrier for the first time in its history. A prize pot of nearly £1.2m has been announced alongside an £800,000 refurbishment programme, ahead of the season opener on May 7.

Vivien said: "This is a very exciting time at Hamilton Park Racecourse. We are already a truly unique asset for Scotland and a valuable part of the Lanarkshire community, however this investment ensures our facilities not only lead the way, but are unrivalled in Scottish sport and are in line with the high-end experience we wish to deliver to the general and race-going public. "We will never stand still at Hamilton Park, as a venue and a business we continually strive to improve the race-day experience for our customers and the wider community. "Our increased prize money, in line with the game-changing improvements to our facilities, ensure we will continue to deliver an improved experience for horse owners and customers."



The screenshot shows the Racing Post website. The main headline is 'Hamilton prize-money to hit record level in 2017'. The article mentions that the prize money will increase by 15% to nearly £1.2 million. The website also features a search bar, navigation links, and a 'REGISTER WITH PROMO CODE FB2515' button.

►► Hamilton prizes boost

PRIZE-MONEY at Hamilton will exceed seven figures for the first time this year, with an increase of £172,000, or 15 per cent, on 2016 boosting overall purses to nearly £1.2 million.

All fixtures will have prize-money of £50,000 or more, with no race worth less than £5,000, while the track plans to invest £800,000-plus in improving to facilities.