



Showcase
& Awards
2025

Arena Racing Company

Hearing it from the horse's mouth - making Stablestaff's voice heard

Racing Connection

Proudly partnered by



Objectives

ARC's Aim: To communicate direct with stablestaff and encourage live constructive feedback for immediate response.

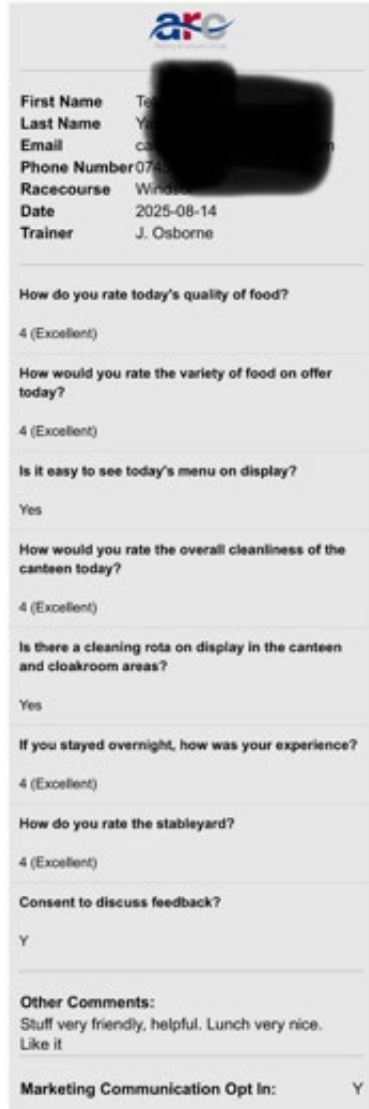
We wanted to hear more direct feedback from stablestaff on their raceday experiences, in a timely way so that ARC could implement immediate change and improvement, if warranted, rather than receiving feedback days later through third hand or social media, often exaggerated or misinterpreted.

In conjunction with NARS it was agreed the feedback should be short and measured, easy and not onerous to complete and offer an incentive for completed feedbacks to encourage participation.

To achieve our aim we;

- Devised a set of short questions which mirrored NARS audits to ensure focus
- Developed bespoke QR code for instant online feedback
- Identified meaningful and valuable quarterly free prize draw for completed feedback
- Created asset to promote and display across all 16 racecourses for all stablestaff to see





ARC

First Name: [Redacted]
 Last Name: [Redacted]
 Email: [Redacted]
 Phone Number: 074 [Redacted]
 Racecourse: Wincanton
 Date: 2025-08-14
 Trainer: J. Osborne

How do you rate today's quality of food?
 4 (Excellent)

How would you rate the variety of food on offer today?
 4 (Excellent)

Is it easy to see today's menu on display?
 Yes

How would you rate the overall cleanliness of the canteen today?
 4 (Excellent)

Is there a cleaning rota on display in the canteen and cloakroom areas?
 Yes

If you stayed overnight, how was your experience?
 4 (Excellent)

How do you rate the stableyard?
 4 (Excellent)

Consent to discuss feedback?
 Y

Other Comments:
 Stuff very friendly, helpful. Lunch very nice. Like it

Marketing Communication Opt In: Y

To meet our objectives we;

- Designed & printed three dimensional Tabletalkers placed on all canteen tables and accommodation rooms
- Detailed information we wanted stablestaff to know about free tickets, free food, dietary requirements, takeaway food available and complimentary race copies available
- Asked for online feedback that is automatically emailed to Rebecca Davies and Katie Mansell at ARC to act on – the first racecourses to ever invite and receive instant feedback direct from Stablestaff
- Put measures in place for EDs and CoCs to receive feedback encouraging any score below 2 to be followed up immediately on site with them finding the Stablehand in person and discussing with them to resolve
- Identified an iPhone was of value to Stablestaff so instigated quarterly free prize draw
- Track and record all feedback in Excel to see Course and Group averages and trends



Example of issue resolved on raceday;

- Bath: blocked toilet & team unaware
- Ffos Las: no salad option so instigated
- Worcester: more bedding needed in stable
- Lingfield: WiFi not working so resolved
- Hereford: unloading ramp muck bin missing
- All: not knowing Safeguard faces so added

Results



- Over 150 feedbacks received from all 16 ARC racecourses and acted on
- Average score increases in all areas in 12 months notably Quality of Food from 3.7 to 3.9 and Stableyard from 3.1 to 3.8
- Overriding success in finding or contacting low scoring stablestaff on the day to talk with them in person about their feedback, and put improvements in place immediately where needed (35+ instances)
- Proven that by speaking in person on day the issue is generally resolved and not as bad as may be interpreted on their feedback
- Quarterly prize draw winners delighted and appreciative of prize with acknowledgment from Trainers too
- Seen a direct drop in negative social media posts as now communicating direct to resolve
- Tracking trends and sharing across ARC and with NARS to improve overall raceday experiences for Stablestaff

<u>Racecourse</u>	<u>Date</u>	<u>Trainer</u>	<u>Quality of Food</u>	<u>Variety of Food</u>	<u>Menu's on Display</u>	<u>Overall cleanliness</u>	<u>Cleaning rota on display</u>	<u>Overnight experience</u>	<u>Stableyard</u>	<u>Consent to Contact</u>	<u>Other Comments</u>	<u>Marketing opt in</u>
Chepstow	05.01.2025	Debra Hamer	4	4	Yes	4	Yes	N/A	4	Y		N
Southwell	15.01.2025	Roger Fell	3	3	Yes	4	Yes	N/A	3	Y	The outdoor loos have heating on, amazing for winter! Thanks	N
Southwell	17.01.25	Andrew Balding	4	4	Yes	4	No	N/A	3	Y	Food was delicious. Thank you	N
Wolverhampton	25.01.25	Simon Whitaker	3	4	Yes	4	Yes	N/A	4	N		Y
Wolverhampton	28.01.25	C Johnston	4	4	Yes	4	Yes	N/A	4	y	Good food and facilities.	Y
Lingfield	02.02.25	Simon Dow	4	4	Yes	4	Yes	N/A	4	Y		Y
Southwell	03.02.25	David Dennis	4	4	Yes	4	Yes	N/A	4	Y		Y
Southwell	07.02.2025	J Osbourne	4	4	Yes	4	Yes	4	4	Y		Y
Wolverhampton	08.02.25	Hugo Palmer	4	4	Yes	4	Yes	4	4	Y		N

Example of database recording scores and comments per site, enabling tracking of trends and key areas for improvement

Supporting Information

By constantly receiving, reading and acting on StableStaff feedback examples of suggestions we have introduced this year as a result of listening include;

- Photo of ARC staff on Safeguarding & Welfare posters to help Stablestaff identify correct staff to speak with
- Stablestaff Racecourse guides across all courses



SAFEGUARDING INFORMATION

Policy Statement

The welfare of all our personnel, guests and visitors is of the paramount importance, regardless of their age, ability, culture, disability, gender assignment, sexual orientation, race, religion or belief.

We are committed to fulfilling our legal duty of care by working to the best possible safeguarding standards across all our services and activities.

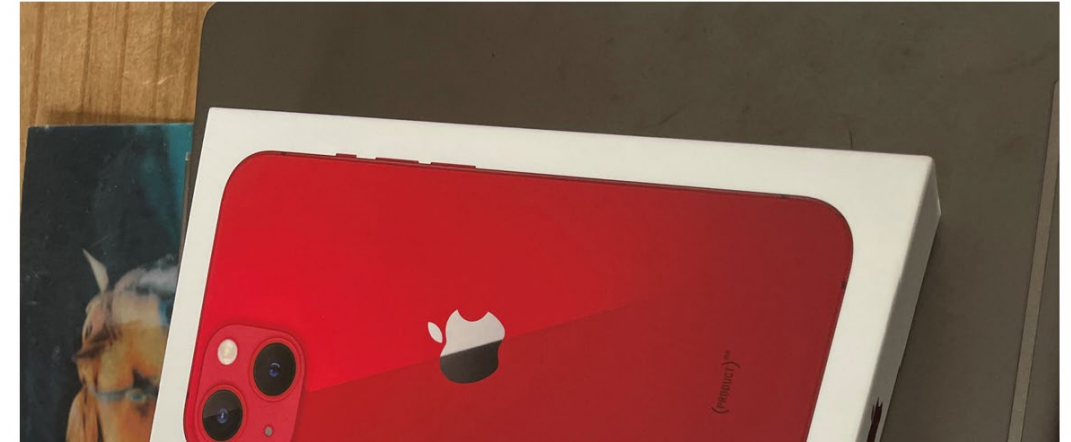
If you would like to discuss or report anything please contact the safeguarding officers listed below.

Lead
LUKE ADMANS
General Manager
07827 950453
l.admans@chepstow-racecourse.co.uk

Deputy
DAI JONES
Clerk of the Course
07970 828961
d.jones@chepstow-racecourse.co.uk

CHEPSTOW RACING & EVENTS

Hi Rebecca,
My iPhone arrived today it puts me in very good moods as I've been down lately failed my HGV driving test. Thanks very much again it means a lot to me.
Kind regards
Monika Gasparova



Anna Lisa Balding <annalisa@kingsclere.com>
To: Rebecca Davies

You replied to this message on 08/05/2025 14:51.

This is so brilliant!! Couldn't be for a better person!! Xx
Anna Lisa Balding
07771 6661 91

Wed 07/05/2025 17:04

On 7 May 2025, at 13:50, Rebecca Davies <rdavies@arcowners.co.uk> wrote:

Dear Leanne,

Congratulations, I am writing to let you know that you have been drawn at random as the winner of ARC's latest quarterly free prize draw to win a new iPhone 14.

Each quarter we enter all stablestaff into the draw that have provided valued feedback through our QR codes in 'canteens' and your name was drawn as the winner!

Assuming you wish to receive your prize, please let me know the best address to send it to, Recorded Delivery.

Thank you for taking the time to provide us with feedback of your racing experience and we hope you'll enjoy your new iPhone.

I look forward to hearing back from you.

Best wishes,

Rebecca