



Showcase  
& Awards  
2023



Arena Racing Company

Racing Connection –  
Syndicate Lounges

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# Objectives

- To enhance the raceday experience for owners and syndicate members, based around feedback from meetings and direct engagement with both
- To provide an informal and friendly environment for syndicates to gather and enjoy their day's racing in greater numbers than existing O&T facilities can accommodate
- To offer syndicates a choice on any raceday between current O&T badge allocation and benefits or Syndicate Lounge badge allocation and benefits; syndicate managers not racecourses make the choice
- To offer flexibility and choice for syndicates
- To help syndicate managers deliver enjoyable racedays for their members, from entry to high level syndicate investors hopefully encouraging reinvestment and racehorse ownership investment growth
- To enhance the overall raceday experience for all racehorse owners across ARC



# Delivery



- Engaged with a number of Owners, Trainers and Syndicate Managers about concept, ensuring continual dialogue & consultation to deliver regular fine tuning, consistently improving experiences for syndicate members
- Established basic principles creating SOPs for consistent delivery of ownership experience across ARC

Created livery rolled out across the estate including signage, wallpaper & syndicate badges

- Identified former premium hospitality boxes and lucrative spaces transforming them into Syndicate Lounges (losing commercial income)
- Committed to opening Syndicate Lounges across ARC's x16 racecourses by start of 2023 Flat turf season
- Create compelling package to incentivize syndicates to enjoy Syndicate Lounges which includes minimum 20 syndicate badges & complimentary tea, coffee & biscuits or remain with ARC's existing offer of 8 O&T & luncheon
- Communicate to syndicate managers in innovative, quirky and traditional ways ensuring their awareness of choice, which can vary every raceday, dependent on their number of members wishing to attend & their preference for level of raceday experience

# Results



- Syndicate Lounges now open across ARC's 16 racecourses on every raceday, each offering dedicated premium space & ownership experience
- 5,000 syndicate members [owners] used Syndicate Lounges so far, indirectly helping improve overall owner experience across ARC with less crowded facilities, up to 80 syndicate members using on any one day. ARC now recording syndicate members in attendance for first time.
- We know with conversations from Syndicate Managers that they are specifically opting to run at ARC as a direct result of dedicated syndicate experience, generous badge policy & flexibility around parade ring access
- Positive relationship with syndicates, more direct communication than ever before through x5 permanent O&T Liaisons
- ARC leading in delivery & dialogue with syndicate managers & trainers that ownership investment pyramid needs to be reflected in raceday experience ensuring owners are appropriately rewarded reflective of their investment levels and Syndicate Lounges are one innovative solution towards this
- x7 ROA audits so far this year; x5 scoring 80+ and in Gold Standard category (last year ARC had x1 Gold Standard racecourse)

*"Arena Racing Company has been unbelievable. It didn't used to be that way, but it has gone from last to first, having created syndicate rooms and assigned area managers. We have a point of contact at every track."*

**Oliver Murphy, Trainer**

# Supporting Information

Apologies for filling your inbox on a Monday morning but having just read the owner @ breeder magazine which gave your email address I just wanted to drop you a quick mail.

We attended a meeting at Uttoxeter recently (Jan 11th) where the difference to the previous experiences was greatly enhanced.

The enlarged O/T is excellent which also gives the ability to offer a better food choice and the welcome by a member of staff was excellent (on this day the lady was BA trained so excellent customer skills).

I noted on the owners invite the syndicate options which seems a great idea and probably also helps with numbers in the normal O/T

Today 17:34

Had a catch up with Tom Scu today who wanted to tell me how impressed his brother was after his Southwell winner and how well his syndicate of owners were looked after. Well done Southwell



It would also be good if they followed @arenaracingco with the introduction of syndicates lounges at all of their courses from April. Surrey Quest is racing @Chepstow\_Racing tomorrow and everyone who wishes to go will get in. Syndicate ownership is the future.



Now this is a great idea. A small prize for syndicate members after a winner. Ensures everyone has something to take away and a memory of the race. Well done @DoncasterRaces



Rebecca Davies and 2 others

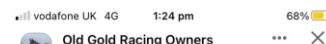
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breathoffreshairracing @bofaring... · 13h  
Good news for @bofaringclub as @arenaracingco recently announced from April their racecourses are setting up syndicate lounges & giving more badges to syndicates, they recognise they are the future of racing #bofaring #syndicates #racedays #syndicates breathoffreshairracing.com



1 10 202



Dear Owners,  
Please can we have you thoughts on the below. Racecourses are starting to recognise that syndicates have a constant issue when it comes to race days and the number of owners wanting to attend. ARC race courses and some independents are starting to offer a syndicate badge option (20 for the race day).

As a Syndicate manager we are given the choice below to offer our owners:

**Syndicate Badges - 20 badges:**

O&T Parking, O&T entrance, Syndicate Lounge (comp. Tea, Coffee, biscuits and light food option, pay bar), access to Pre-Parade and Paddock, Winners Enclosure and Winning Connections Room

**Owners Badges - 8-10 badges:**

O&T Parking, O&T entrance, O&T Pay Bar, Food Voucher, access to Pre-Parade and Paddock, Winners Enclosure and Winning Connections Room

\* We are aware that this is a contentious issue and just want to gauge Owners thoughts and feelings - our main objective as a syndicate is for as many Owners as possible to experience a race day with their horse.

\* The Syndicate Badge is not offered at every racecourse, and may vary in regards to food/drink offer from course to course

Hi Marc,

The lead member of the syndicate in the lounge yesterday wanted me to feedback how impressed they all were with the facilities and hospitality provided for them.

He commented in glowing terms and that the experience was far superior to those at other courses they had been to. Perhaps you could pass on to anyone you think appropriate. Thanks.

Know that staffing is an issue for the next meeting so happy to do one of the horse gates if you are short in those areas.

Thanks

Paul Coombs

The syndicate lounge is a great innovation, it was roomy, warm and bright. The food was reasonably priced, with free tea and coffee, this made for a very enjoyable afternoons racing. In my opinion it was more comfortable than the owners lounge. I would like to see more courses do this for syndicates. Let's hope Arena Leisure do this for all their course courses, and other courses follow this idea, as more syndicates are becoming involved in racing, which can only be good for racing.

