



Showcase
& Awards
2025

The Ayr Racecourse Racing Club
Racing Connection
Ayr Racecourse



Proudly partnered by



Objectives

In late 2024, we identified an opportunity to **engage new audiences** with the sport of horseracing while supporting a **local cause close to our hearts**.

With the aim of making racing more accessible, educational, and emotionally engaging, we launched the **Ayr Racecourse Racing Club** — a low-cost, charity-led initiative designed to bring fans closer to the sport.

We set clear objectives:

- Make horseracing ownership-style experiences accessible to a wider audience.
- Use the initiative to educate people about **horse welfare**, racing operations, and the thoroughbred industry.
- Encourage new racegoers to engage more deeply with racing and Ayr Racecourse.
- Raise funds for our **Charity Partner: Ayrshire Cancer Support**, with all proceeds from membership donated directly.
- Cap membership at **150** to ensure a high-quality, personal experience.



Delivery

We launched the Racing Club just in time for the festive season, marketing it as an **affordable and meaningful Christmas gift** at just £30 — with 100% of the proceeds going to Ayrshire Cancer Support.

This included exclusive access to behind-the-scenes experiences, regular updates, and the chance to enjoy a raceday as an owner.

Key Initiatives Delivered:

Owners & Trainers Experience: At each raceday at Ayr the horses ran, we held a ballot for **8 club members per horse** to enjoy the O+T lunch, access the parade ring, meet the jockey and trainer Jim Goldie, and receive insight from raceday presenter Jim Delahunt. They also competed at tracks across the UK, giving members the chance to visit other racecourses and even celebrate a win at Musselburgh. The horses often placed, and we were lucky to enjoy a few wins along the way too!

Racing Club Day: We held a special raceday exclusively for club members featuring the opportunity to meet raceday presenter Jim Delahunt and engage with the racecourse as a whole feeling more connected to it long term.

Welfare Content: We created and shared updates on the horses' progress and welfare with a big focus during national racehorse week — bringing transparency and connection to their journey.

Race Naming & Trophy Presentation: Members also had the chance to **name a race** and present the winning trophy — something many had never imagined doing.

Targeted Communication: Frequent email updates, ballot notifications, and video content helped members feel genuinely part of the racing team

Innovation: The Club redefined the traditional racing club experience by focusing on **inclusivity**. Memberships were capped to ensure a **premium, personal experience**, and everyone who entered our **ballots** had the chance to be an **owner through the season**. Members enjoyed **free ticket to select fixtures**, the unique opportunity to **sponsor/ name a race**, and **exclusive events** like a dedicated members' day with a Q&A from **Jim Delahunt**. With **affordable fees**, **year-round ticket discounts** across both the Flat and Jumps seasons, and regular feedback shaping the experience, the club delivered a **modern, engaging, and member-driven approach** unlike any other that created long term strong connections to racing amongst

Crucially, this initiative welcomed not only seasoned fans, but **first-time racegoers** — many of whom joined through their support of the charity and have since become passionate racing followers.

Results

150 memberships sold in the first release, reaching capacity and raising **£4,500** for Ayrshire Cancer Support. **100%** of members who entered our ballots had the opportunity to attend the Owners & Trainers experience — several citing it as the best day they've had at the races.

Some key insights from our feedback surveys which over half of our members filled out are:

New to Racing → 9.5% of members said joining the club was their first introduction to horse racing

First Club Experience → 81% revealed it was their first-ever racing club membership.

Better Understanding → 80.5% said the club has increased their knowledge of horse racing, ownership, and horse welfare.

Increased Raceday Attendance → Before joining, only 66.7% attended the racecourse three or more times a year. Since joining, that figure has soared to 95.3%. Impressively, 76.2% now visit five or more times a year, up from just 35.7%.

Connection to the Horses → 97.6% of members said they felt connected to the club and horses throughout the season.

A Unique Experience → 73.2% of those in other racing clubs said this was a unique experience compared to others they've joined.

More Engaged with Racing → 83.3% feel more engaged with racing since becoming a member.

Member Satisfaction → 92.8% were satisfied with their experience, while the remaining 7.1% were neutral — and not a single member was dissatisfied.

Members describe the **Club** as **friendly, welcoming, and unique**, praising the **exceptional hospitality** and a team who “go above and beyond” to make everyone feel valued. Feedback highlights **exclusive experiences**, meeting the trainer + jockeys, visits to the **parade ring** and winning **owners' badges**, described by many as “once-in-a-lifetime opportunities. By **capping membership numbers**, we've been able to create an **intimate experience** where everyone can **engage deeply with racing** and **truly feel part of something special**. Regular updates via e-shots and social, exclusive tickets and shared racedays have helped foster a **community** while giving members a **greater understanding of racing and horse welfare**.

The National Racehorse week content had a combined reach of over **40.6k**. We not only shared the welfare of the horses to the club but with our social media followers, as we knew this type of content was important to share with a wider audience.

More than just a racing club, this initiative brought together **community, charity, education, and emotion** — delivering an authentic connection between racegoers and the sport. The results show we're not only meeting but exceeding our objectives — creating an accessible, educational, and engaging experience for racing fans, as well as introducing the sport to new audiences.

Supporting Information

From not being a regular race goer enjoying the experience.

Enjoying following the club horses at Ayr and beyond

Excellent experience.

Great Club would encourage anyone to join.

Amazing.

Enjoying being part of the club

This experience has been fantastic, proud to be a member.

Brilliant club great fun.

I follow horses, Scottish trained, and Jim Goldie in particular and he has had a brilliant season so far, especially with Penelopes Sister and Sophisticate, Hoping for success on Monday 21 August.

Definitely the best racing club around for value for money!

A very sociable experience for those who love horses.

Even if your not successful in the ballot, it's still great to see sophiesticate live in the flesh on Saturday night there... 🍷 🍷

It's such an amazing experience being part of this Racing Club - never thought I would ever be in the Champagne Bar!

Hi Autumn,

Apologies for the delay in getting back to you. I just want to thank you and the team for all your kindness that allowed me to have such a wonderful experience on Thursday evening.

If you could pass on my gratitude to Jim, Aime and not forgetting Penelope's Sister I would be eternally grateful.

Hi

Just a wee note to thank you and your colleague, (sorry I don't know her name!), for a brilliant day - it feels unreal and can't believe it happened!! Hope you both enjoyed the day too.

Apologies if I was like a "tourist abroad", but what an adventure 🍷

Fantastic gives you an idea what goes on behind the scenes

All positive cannot praise the concept of the club highly enough. I look forward to renewing membership for next year. It would be superb if the club could extend having a jumper for the NH season. It excellent that the very existence of the club is increasing awareness of Ayrshire Cancer Support. Well done!

Had a great day let's the normal punter have an insight to how much work goes on behind the scenes

Delighted to be a member and to support the charity.

Good to be able to chat with other members and hear the comments from our trainer - Jim Goldie.

a fantastic experience loved every moment very professionally organized by the whole team

great club great value excellent experience

first class

Very enjoyable

Our group has been captivated with the whole experience.

Really enjoying it!

Thoroughly enjoyed the feeling of looking out for the horses when they run

The racing club has been a wonderful way to get involved with racing, meet likeminded people and learn about the racing industry. Thanks to everyone at the racecourse for their hard work in making the club the success it has been.

Loved it so far, even being in the ballot is exciting 🍷 🍷

Love the information and contacts

I've had an owner's badge once - it was an excellent experience!



Felt very honoured to have named the summer sunshine handicap race and also to present the winners trophy. This was a once in a lifetimes experience and a memory captured within my framed photo, presented by Autumn Holmes.

Getting a greater insight in the rules and welfare of the horses and not forgetting the stable staff and stall handlers

The welcome and hospitality for both my wife, who is also a member, and myself has been exceptional. Following our club horses, Penelopes Sister and Sophisticate, has been a joy and a thrill. Meeting fellow members for lunch, access to the parade ring and listening to trainer Jim Goldie, jockeys Paul Mulrennan and Lauren Young, with David Brown joining members at the lunch table were the highlights, plus a glass of champagne after a good result. We look forward to every meeting at Ayr as it is our local track, only 30 minutes from home.

The social media updates and ballot for race day tickets keep me informed and excited about the horses.

What a day yesterday, would like to thank everyone involved for a money cannot buy experience. To stand on the winners podium representing the club was an experience that as an ordinary racegoer I never thought that I would experience. I honestly cannot thank you enough.

Best racing club by far and all for a good cause

I always felt that I was a valued member of the club

a very well run and informative about all aspects of racegoing,

The team go above and beyond to offer the club as many opportunities as possible to attend races when the horses are running.



Supporting Information

