



Showcase
& Awards
2023

Bangor-on-Dee Racecourse

Food & Beverage: Food Court



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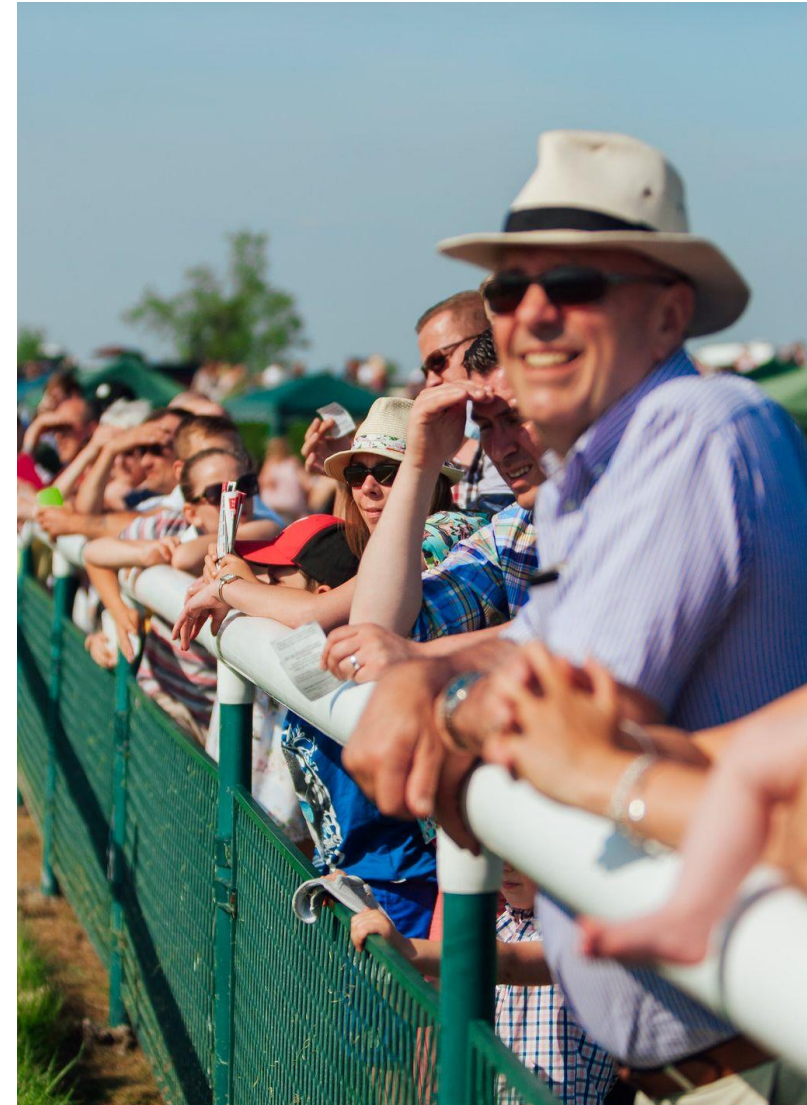
Objectives

Background:

Bangor-on-Dee Racecourse offers guests an entirely unique experience, amplified by the fact that it is the only racecourse in the country that doesn't have a grandstand. Outside of its hospitality offerings in restaurants on-site, the racecourse had no dedicated area for racegoers in the Paddock Enclosure to sit down, eat food and socialise.

Aims:

- To invest in and develop a specific area of the Paddock Enclosure where catering units can be located and ample seating can be offered to guests purchasing food and beverage.
- To make the new area a go-to hub on a raceday, with the option of live entertainment.
- To increase spend on food and beverage in the Paddock Enclosure.
- To enhance the overall raceday experience for those attending meetings in the Paddock Enclosure.
- To reflect the racecourse in the branding of the area and celebrate some of its history.



Delivery

The racecourse identified an area for redevelopment between its Owners & Trainers facility and the Wynnstay Restaurant, which would provide sufficient space to create a Food Court that included a range of food outlets, sufficient seating and some covered chalets.

In order to rejuvenate the area, circa 30k of investment was required to lay the foundations and build out the vision of creating a central hub where food and beverage could be purchased and consumed for general admission guests in the Paddock Enclosure.

The space was brought to life with some new catering units, refurbished wooden chalets and additional benches

An initial soft launch of the Food Court was trialled at the Spring Meeting on 25 March, prior to celebrating the new development with a special Punter's Package offer for the Spring Saturday Meeting on 22 April, which saw guests able to purchase a Paddock Enclosure ticket, a portion of fish and chips and a racecard for the combined price of £30.



Results

- The Racecourse has enhanced the raceday experience for guests by creating a space where racegoers can consume food and drink and socialise amongst family and friends in the Paddock Enclosure.
- The new area features a range of food outlets, including locally sourced pies, fresh fish & chips, vegetarian options and a grill.
- Alongside sitting and enjoying the range of food and beverage on offer, guests can now listen to live music in the area.
- Since the Food Court's official launch, spend per head on food and beverage has increased in the Paddock Enclosure (compared to the same fixtures in 2022) by 36.4%.
- The designated Food Court now celebrates some of Bangor-on-Dee's most famous winners, with newly-refurbished wooden chalets named after Denman, Amberleigh House, Iris's Gift and Peddlers Cross.



Supporting Information

the **Leader**

New food court unveiled at Bangor-on-Dee Racecourse 'a welcome addition' to race day

BUSINESS WREXHAM



By Arron Evans
@ArronEvansNews

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THE RACECOURSE at Bangor-on-Dee has unveiled a brand new food court dining area for racegoers to enjoy.

