



Showcase
& Awards
2025

Chelmsford City Racecourse
End of Summer Sessions Party

Exceptional Raceday (<7,999 racegoers)

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Racing
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Objectives

Our aim is to establish Chelmsford City Racecourse as the premier destination for sport and entertainment in Essex. Our core business objective is to achieve a 6% year-on-year growth in annual attendance. However, a deeper analysis of our 2024 customer data revealed a challenge: the average age of our attendees was 44. This insight highlighted a **dependency on an aging customer base**, and an opportunity to grow attendance from a younger audience.

Focusing on the long-term benefits to the racecourse, we recognised the **strategic imperative of attracting a new, younger demographic**. This wasn't just about a short-term attendance boost; it was a proactive investment in cultivating the next generation of loyal customers who could engage with our venue for decades to come.

Building on this data-driven insight, we launched Summer Sessions, a new racing and music series targeted at the 18-29 age group. This demographic values social, shareable experiences and high-energy entertainment. Our strategy was to provide an affordable and social entry point to horse racing by delivering a curated, high-value entertainment package built around re-positioned headline Summer Party raceday. We knew from experience that simply hosting a branded concert, such as our Ministry of Sound events, wasn't enough to attract a genuinely new audience. While popular, these events largely appealed to our existing customer base (average attendee age was 39). We understood that to truly break through, we needed to create an event with its own identity and a music offering that was perceived as fresh and relevant.

The **End of Summer Sessions Party** was designed with a dual narrative: a finale to the multi-event series Summer Sessions, and a standalone end-of-summer celebration. This approach allowed us to promote a wider offering while still leveraging the pull of a headline music act that would appeal directly to our target audience.

Objectives

1. Grow attendance by attracting a new audience.
2. Deliver a new experience that delights customers

KPI's / Targets

2 million campaign impressions.

65K event page views.

10% growth in total attendance (from 5,664 in 2024 to 6,200 attendees).

40% growth in attendance of 18-29% age group (from 1,445 in 2024 to 2,000+)

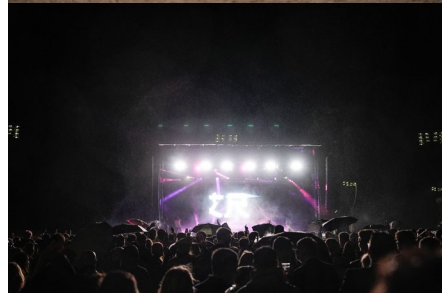
30% new customer bookings (up from 20% in 2024)

Delivery

Our strategic goals directly informed every operational decision, ensuring a seamless and exceptional raceday that delivered on our marketing promises of an affordable, social, and high-energy experience. Recognising that many attendees would be new to both our venue and horse racing, we crafted a simplified customer journey designed for ease and enjoyment. The simplification of our ticketing structure was a direct response to this. We deliberately created three distinct price points to cater to diverse customer preferences and budgets, all serving as an accessible entry point. This included a £40 outdoor General Admission ticket providing affordable access to watch racing and Armand Van Helden, a Racing Premium Bar ticket for racing fans to enjoy home straight views in comfort, and a Concert Premium Bar experience designed specifically for music lovers, providing a high-energy experience with music from our in-house DJ throughout.

Our operational enhancements were insight-led, focusing on creating dynamic, visually appealing, and social-first spaces. We partnered with Level Head to transform an existing trackside viewing area into the vibrant Level Head Sunken Garden, a welcoming social hub with comfortable seating and themed decor. We also created a brand-new general admission area at the start of the home straight, complete with a dedicated food village and the Galloping Horse Pub. This new provision enabled us to provide more race viewing options, more open space to explore or relax, and varied food and beverage options to accommodate the large general admission crowd. Every enhancement was deliberate, creating unique zones that encouraged guests to explore, gather with friends, and share their experience.

The ultimate delivery of our promise came with the booking of legendary DJ Armand Van Helden. This booking exceeded expectations, demonstrating our commitment to providing a world-class entertainment experience. By securing a relevant, global household name with iconic hits, we re-established the venue as a premier entertainment destination and provided a "can't miss" event that ensured our inaugural Summer Sessions was a resounding success.



Results
The inaugural **End of Summer Session Party** was a landmark event that not only met but exceeded all our strategic objectives, delivering unprecedented commercial success and reinforcing our position as a premier entertainment venue in Essex. The event was a complete sell-out, a testament to the powerful resonance of our new strategic direction.

Commercially, the event's performance was outstanding. It was the most profitable commercial event of 2025 and drove an exceptional 20% year-on-year growth in ticket sales. This success was driven by a new audience eager for a premium experience, evidenced by the sale of 1,800 premium bar tickets and a record-breaking bar spend. This strong performance, combined with a remarkable £100K+ spent on Tote betting alone, proves that our new entertainment model successfully engaged our visitors in the racing as well as the headline music performance.

The event's success in attracting a new demographic was even more significant. Our strategy of targeting the 18-29 age group yielded exceptional results: **56% of attendees were under 30, with a remarkable 28% aged 18-21**. This success wasn't just about attracting a new audience; it was about attracting a new audience to racing. 62% of attendees were first-time visitors, showing that the positioning of the raceday had appealed to a new audience, engaging in racing for the first time. The event also secured a new headline partnership with Level Head and hosted the first-ever racecourse performance by a global legend, Armand Van Helden, further cementing our place as an innovative entertainment destination.

The digital campaign resonated powerfully, generating **4.4 million impressions and 80K page views**, proving that our message successfully reached and engaged our target demographic. As the event took place just days ago it's too early to see the repeat attendance of visitors to racedays and fixtures this year, or for Summer Sessions 2026.

Headline Results

SOLD OUT raceday (6,827)

YOY Ticket Sale Growth **20%**

1,800 Premium Bar tickets sold

Record Attendance for August Concert Raceday

28% of attendees aged 18-21

56% of attendees aged <30

62% first-time attendees

Record Bar Spend (£26 per head)

£100K + spent on Tote

New Headline Sponsorship (Level Head)

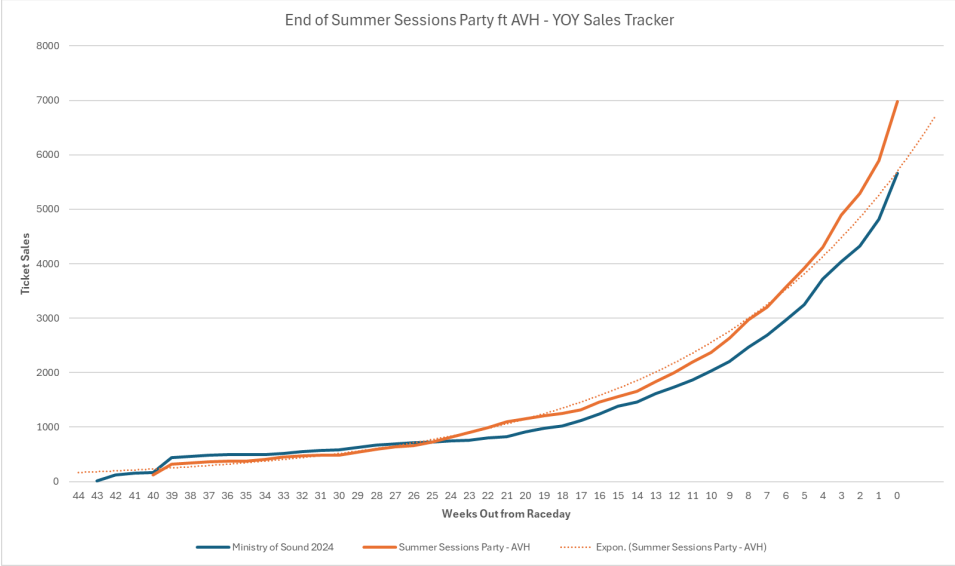
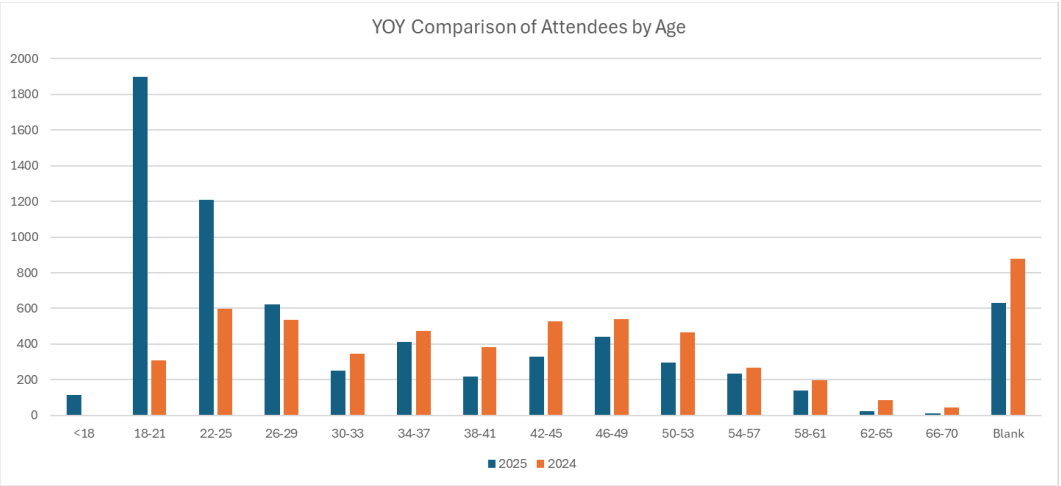
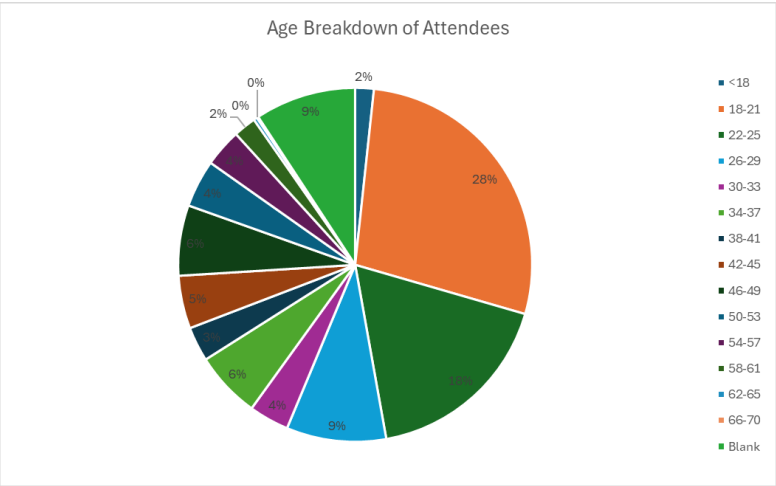
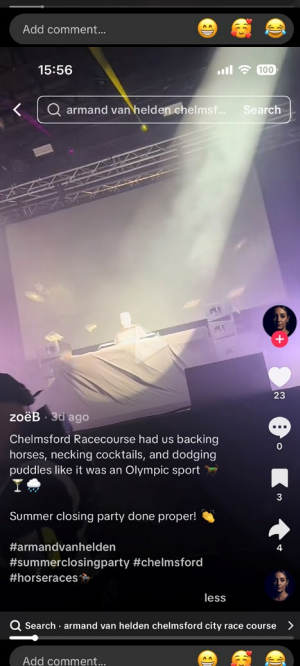
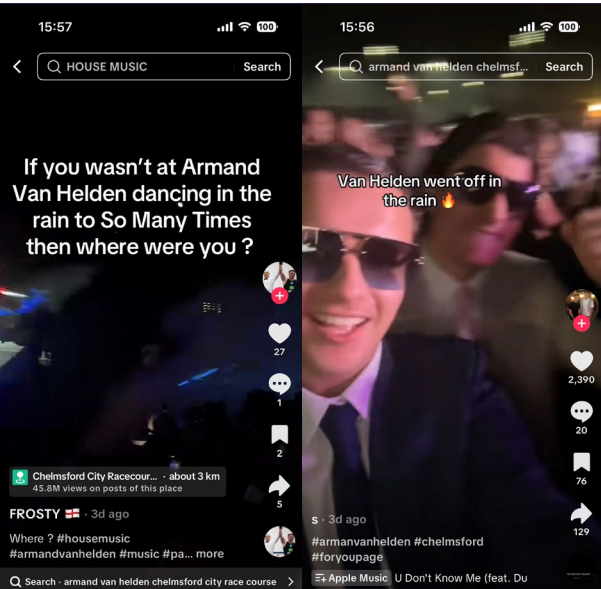
First performance at a racecourse or race fixture by **Armand Van Helden**

4.4M Campaign Impressions

80K page views

Most profitable commercial event/fixture of 2025

Supporting Information



Age group	2025			2024		
	Bookings	People	%	Bookings	People	%
<18	96	116	1.70%	2	3	0.05%
18-21	1324	1897	27.79%	224	310	5.47%
22-25	712	1208	17.69%	307	599	10.58%
26-29	310	622	9.11%	217	536	9.46%
30-33	130	250	3.66%	120	345	6.09%
34-37	92	414	6.06%	122	476	8.40%
38-41	77	216	3.16%	157	384	6.78%
42-45	118	330	4.83%	176	527	9.30%
46-49	118	439	6.43%	150	539	9.52%
50-53	95	296	4.34%	142	467	8.25%
54-57	75	236	3.46%	91	269	4.75%
58-61	34	141	2.07%	63	199	3.51%
62-65	10	22	0.32%	25	86	1.52%
66-70	5	10	0.15%	13	44	0.78%
Blank	108	630	9.23%	199	880	15.54%
Totals	3304	6827	1	2008	5664	1

