



Showcase
& Awards
2024

CARLISLE RACECOURSE LADIES NIGHT MONDAY 5TH AUGUST 2024

Diversity & Inclusion



Proudly partnered by



RACING POST



OBJECTIVES



Carlisle Racecourse is proud to host the only all-female jockey card in Great Britain, with support of a Ladies Night theme our main aim is to continue this legacy that strives to promote and celebrate both women in racing and women in our local community alongside entertainment that will create memorable experiences.

KPI's:

1. Enhance the customer experience by providing a Unique Selling Point of an all-female jockey card that appeals to the local community and industry stakeholders alongside entertainment that positions Carlisle as the highlight of the Cumbrian Social Calendar.
2. Review feedback and engage new audiences to deliver an exceptional customer experience for all that attend the fixture to increase.
3. Increase awareness of racing at Carlisle through enhanced coverage across all local media channels.

DELIVERY



1. Enhance the customer experience:

- Improved style awards by partnering with Caledonia Park Designer Outlet and provided giveaways for all that entered which increased fan engagement.
 - Offered various food and beverage options for racegoers to enjoy on course; Drinks: Pimms, Prosecco, Cocktails; Food; Gourmet Burgers
 - Female Stable Staff Charity Race which provided a unique opportunity for female stable staff to raise funds for Racing Welfare and race competitively whilst adding another dimension to the Ladies Night theme.
- VL Lounge – offered a ‘premier plus’ experience for racegoers with prime viewing, entertainment and private area for the night.

2. Review feedback:

- Ticket price for children: Although this event was not intended for children some customers complained in 2022 that there were no child tickets so we reviewed the pricing structure to offer on the day only (2024 due to 2023 abandonment): Child 14-17yrs £22.50 & under 13yrs Free. - As a result 2 free child tickets were purchased and 25 aged between 14-17yrs in 2024.

3. Increase awareness:

- Engaged with local female trainer to promote Ladies Night: [ITV Border News Interview](#)
- Increased marketing spend to advertise in new locations such as The Lanes Shopping Centre and at Caledonia Park.

RESULTS

1. Enhance the customer experience:

- RCA Assessment took place and we achieved a score of 82.84 (5.53% increase from 2023)
- With the addition of the charity race there was more racing and runners for customers to enjoy, this also provided an opportunity for stable staff to race competitively in a safe, regulated environment. They also collectively raised £5.5k for Racing Welfare.
- VL lounge ticket sales totaled 157 plus 15 complimentary for the raceday sponsor generating an additional profit of £4k.
- Hospitality and restaurant profit increased by circa 12% (£2.3k) in comparison to 2022 by amending the packages (inclusive drinks offered on VIP package)

2. Review feedback:

- Customer feedback largely positive with atmosphere scoring 4.4/5 and cleanliness scoring 4.34/5
- Positive feedback verbally from restaurant and hospitality guests that were contacted post event.

3. Increase awareness:

- Reached new audiences with ITV Border News promotional piece
- Engaged with new audiences with group general admission bookings over 10 increasing by 44% from 2022.
- 30% increase on new customers booking hospitality

SUPPORTING INFORMATION

