



Showcase
& Awards
2025

Ladies Night - Carlisle Racecourse

Diversity & Inclusion

Proudly partnered by



Objectives

2024 REVIEW

Following consecutive years of decreased crowds and runner numbers plus an abandonment in 2023 a full review of the event took place which included analysis of data, a review of customer feedback and discussions with key stakeholders to identify improvements and broaden the event's appeal to continue the legacy.

ACTION PLAN

Outcomes of the review highlighted the need to re-establish Carlisle's Ladies Night as the key social event in Cumbria, focusing on greater inclusivity and accessibility.

OBJECTIVES

1. Elevate customer experience by increasing accessibility, engagement and loyalty.
2. Drive higher attendance figures through targeted marketing, strategic partnerships and community engagement initiatives.
3. Increase runner numbers ensuring strong, competitive field sizes.

KPI's

Re-launch Carlisle Racecourse Ladies Night:

- ◆ Grow attendance of this raceday by **20%**.
- ◆ Increase field sizes for this fixture by **15%**.
- ◆ Increase marketable database by **1%**.



Delivery

Ladies Night was moved from its traditional August Monday slot (since 2011) to a Saturday in July for the first time in 2025, aligning with KPIs from the 2024 event review and action plan:

- ✓ **Stakeholder Engagement:** Following consultation with key stakeholders (Trainers, Jockeys, PJA, NTF, BHA), the all-female jockey card was retained to preserve the event's USP and support female riders across all levels to showcase their talent (Amateur, Apprentice & Professional). Advanced communication encouraged race entries.
- ✓ **Charity Support:** Female Stable Staff charity race in aid of Racing Welfare plus exposure, awareness and funding opportunity for our Charity Partner Hospice at Home Carlisle and North Lakeland.
- ✓ **Partnerships:** Secured new title sponsor, Caledonia Park Designer Outlet, covering three races and Style Awards. High-value prizes boosted brand alignment and visibility. [Promotion of brands pre-event.](#)
- ✓ **Raceday Experience:** Style Awards (Best Dressed Racegoer & Couple) captured data whilst [Raceday TV](#) interviewed numerous entrants promoting inclusivity ensuring all audiences were reflected and welcomed, pre-racing entertainment DJ set, post-racing [entertainment](#) from [ABBA The Party](#), F&B offering; £10 off bottles of prosecco before first race making first drink more accessible.
- ✓ **Tickets:** 50% off ticket promotion (March). New Premier Bar ticket option sold out 4 weeks prior. Group discounts were available (1-6 10%, 7-15 15%, 20+ 20% in advance)
- ✓ **Hospitality:** Introduced New Lawn Suite & Monets Restaurant Package offer enhanced experiences at accessible price points.
- ✓ **Community Engagement:** Shop window [competition](#) encouraging Ladies Night-Themed Displayed.
- ✓ **Marketing:** Digital [campaign](#) supported by organic social content, OOH mail drop and strong engagement activity appealing to diverse range of audiences.
- ✓ **Post Raceday:** Customer feedback obtained via online survey to ensure full review of 2025 event.

Results

The 2025 Carlisle Ladies Night was a resounding success, following its strategic repositioning to a Saturday in July. The event exceeded key objectives set out in the 2024 review and successfully repositioned the raceday as a flagship summer fixture featuring the USP of the all-female jockey card & female charity race showcasing and empowering women across all levels of the sport and the event itself.

Headline Results

- ◆ A significant uplift in attendance reflected broader community engagement enabling the Saturday slot to appeal to a wider, more diverse audience.
- ◆ Runner numbers increased, showing strong support from stakeholders for retention of the all-female jockey card.
- ◆ Strong marketing campaign engagement with 10.83% conversion rate, 2.5k clicks, and £8.8k direct revenue from digital promotions.
- ◆ New premium ticketing option fully sold out 4 weeks in advance, evidencing appetite for upgraded raceday experiences.
- ◆ Introduction of the new hospitality packages appealed to a wider audience and elevated the hospitality offerings.
- ◆ Survey responses reflected strong customer satisfaction; *'Amazing Day, Excellent Seats.'* *'The best meeting to go to, especially with it now being on a Saturday.'* *'Had a wonderful day, couldn't have been better.'*

Ladies Night was successfully relaunched, retaining its legacy as a unique blend of sport, style and social impact; whilst modernising and elevating the raceday experience to ensure accessibility for racegoers, partners, and participants alike.

KPI's

Re-launch Carlisle Racecourse Ladies Night:

- ◆ Grow attendance of this raceday by 20%; *Attendance grew by 44.5% from 3,023 (2024) to 4,368 (2025)*
- ◆ Increase average field sizes for this fixture by 15%; *Average field sizes increased by 29.85% from 8.14 2024 to 10.57 2025*
- ◆ Increase marketable database by 1%; *Database increased by 2.3%*

Supporting Information



News & Star article announcing date change.



Social content promoting Female Charity Stable Staff Race in aid of Racing Welfare & Freya Williams winning the charity race from Mike Smith's Yard.

Caledonia Park announcing new sponsorship.



ITV Border promotion of event.



Post event review from the News & Star & The Jockey Club.

'This is a huge night for female jockeys to showcase their talents.'
Lizzie Quinlan, Trainer