



Category – The Racing Together Community Award
Remembrance Raceday To Pay Tribute To And Unite Our Armed Forces With Racegoers



Proudly partnered by



Objectives

To unite the Armed Forces and racing community, commemorating Remembrance Day, and fundraise whilst delivering an exciting raceday. [Instagram footage](#)

On Saturday 11th November 2023 in partnership with the Royal British Legion Chelmsford City Racecourse hosted its first ever Remembrance Raceday, inviting all past and present members of the Armed Forces to a complimentary unique raceday experience. The aim was to unite members of the Armed Forces and racegoers from both the local and wider community, to pay tribute to our serving members of the Armed Forces and remember our heroes of the past. The event featured exciting racing, military entertainment and a poignant wreath laying ceremony.

To introduce people to racing who may not have experienced it before, by combining Remembrance with horseracing.

The racecourse promoted this event far and wide to over 250 Armed Forces organisations, many outside of its usual demographic audience, to encourage visitors who may not have visited by providing complimentary tickets to a unique event that they are passionate about.

To demonstrate our commitment to the Armed Forces and raise money for the Royal British Legion.

At Chelmsford we recognise the importance of supporting our Armed Forces by continuing to provide tickets under the Tickets for Troops scheme, Blue Light tickets, volunteering for charities that help our heroes and holding fundraising events for BLESMA (a charity that supports limbless veterans). We also used this opportunity on Remembrance Day to raise vital funds for the The Royal British Legion Poppy Appeal, with the presence of volunteers from the Royal British Legion.

This hugely successful event will become an annual legacy occasion with Remembrance Raceday 2024 planned. [Remembrance Reel](#)



Delivery



- **This was a community & charity event with Chelmsford City Racecourse reaching out to The Royal British Legion who were invited to join them as important partners, and to help raise vital funds for their RBL charity Poppy Appeal.**
- A relationship was quickly established and with their help gained valuable contacts, with outreach to over 250 organisations internationally within the Armed Forces sector, offering complimentary tickets for all their serving members and veterans.
- Additionally, Chelmsford City Racecourse & the RBL worked together to secure sponsorships to provide memorable military entertainment for our guests, including the Essex Yeomanary Military band, the Royal British Legion Standard Bearers, a Bugler, Wimbish Military Wives Choir, and local Majorette Twirling Union.
- Research was conducted to organise a meaningful Wreath Laying Ceremony with Standard Bearers and Bugler before racing ensuring the correct Protocol was followed, and **The Mayor of Chelmsford** accepted an invitation to play a significant role in leading the ceremony. An order of service was created involving key figures, including a special guest American Colonel from the 48th Squadron Lakenheath, who also took part and then presented a prize to the winning owner of a race. We dedicated races to the RBL including interviews with the raceday presenter.
- Proud to have in attendance Captains, Sergeants, Lieutenants, Lance Corporals and Majors from the RAF, Army, Royal Marines, Parachute Regiment, Royal Artillery Gunners, Royal Navy, the Scots Guards, and an **American Colonel from the 48th Fighter Squadron** RAF Lakenheath. We also welcomed our **local MP Vicky Ford**.
- An exclusive trackside marquee for military guests and Legions featured entertainment from a band 'Julie Jive & The Bigshots' who's lead singer specialises in wartime hits, and provided a hub for serving members and veterans of the community to meet and remember those fallen. The atmosphere was memorable with people dancing including the Mayor!
- The Royal British Legion provided the racecourse with a wonderful short film which was broadcast on the day on the big screen, to raise awareness for the past sacrifices and ongoing challenges our heroes and their families face [What They Won't Tell You](#)
- A special military racecard was created with coverage of the day's itinerary including tributes to our partners who provided entertainment for the day, and the **Royal British Legion's Poppy Appeal**.
- All delivered without a budget with all profit from additional general admission tickets donated to The Royal British Legion.

Results

KPI Indicators

- **£5,000 raised for The Royal British Legion**, through **public donations** on the day and **racecourse donation**.
- **75% of attendees were first time visitors.**
- **50% of visitors travelled long distance** outside the usual demographic including **one guest from County Down Ireland.**
- **Attendance over tripled** on this date compared to the year before and there was even a **service dog in attendance!**
- **1362 people attended** as opposed to 431 people in the previous year.
- Enquiries regarding interest in visiting the same **event in 2024** have since followed. This will become a legacy event.

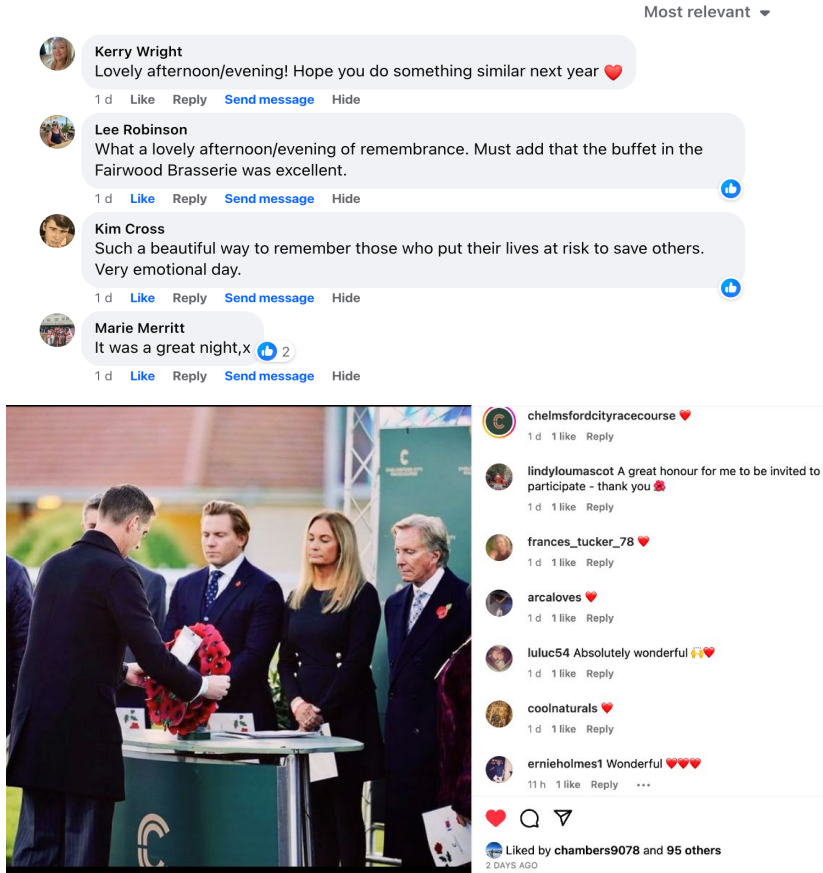


Supporting Information (max 1 slide)



I travelled over from Northern Ireland especially for this and it was fantastic I loved it.

It was a great day the band, food all great and racing was unbelievable
Thank you for a fantastic day. I will be back next year all been well (Paul Jackson pfjackson7@gmail.com)



It was a beautiful day its always is when I come there thank you all so much for making it pleasant and very enjoyable, I always feel safe and happy there thank you All happy Christmas and looking forward to coming back soon 👍 (Brian McGinnis brianmcginnis64@gmail.com)



Thank you for your email and for the complimentary tickets to your Remembrance Raceday. As a former member of the Armed Forces, it was very important to me to honour this event, and I was overwhelmed with the variation of tributes you put on. Also, being given access to the VIP area was an unexpected surprise and very much appreciated, especially as it was so cold outside. *Paul Donohoe*