



Showcase
& Awards
2023

FESTIVAL MONDAY

“FIFTH DAY OF THE FESTIVAL” – FOR LOCAL SCHOOL CHILDREN ONLY!!

Non Race Day Award

The Festival badge no money can buy!



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Objectives

The Cheltenham Festival is one of the biggest sporting occasions in the country, attracting 250,000 over four days. It is an event of international appeal, however it takes place within the confines of a local community. In recent years Cheltenham Racecourse has developed a number of strategies to ensure that those living around the racecourse are not impacted upon in a negative way by the scale of the events we stage. Love Our Turf, is an example of that.

Perhaps more important than reducing the negative impact of the Festival, we wanted to create a long term strategy so those most local to the course, have positive experiences and become advocates of the racecourse. Our aim was to instil a sense of pride and to make “our locals” proud to have the Gold Cup take place on their doorstep. In 2022 we introduced the Gold Cup Community Tour (highly commended Showcase Awards 2022) which was expanded upon in 2023 – however Festival Monday was created ultimately as the next exciting and innovative leap forward in our community strategy.

Festival Monday Objectives

1. To turn large numbers of local school children into potential racing and “Cheltenham Racecourse” fans by providing them with an unforgettable and memorable day on the eve of the Festival. A successful delivery would inevitably result in local children, parents and schools developing an enhanced sense of special affinity with the Festival.
2. Festival Monday set out to make children from local schools “feel special” and “privileged” to be living within close proximity to the event, and to increase their sense of pride in the occasion through offering a morning of racing/Festival themed educational opportunities and a chance to meet true legends of the sport of racing and be inspired by them.
3. An understated goal was that it would also provide our own staff, who would assist deliver the event, with a different perspective on the power of the Festival elevating their own personal sense of pride in the importance of occasion.

<https://www.racingtogether.co.uk/over-100-young-people-attend-the-first-ever-festival-monday-during-the-cheltenham-festival/>





Festival Monday Attendees

Four local schools (Dunalley, Oakwood, Swindon Village & Holy Trinity) were extended invites; 150 children in total attended. Additionally a cohort of students (12) from National Star College, a local college that provides specialist education and personal development for people with disabilities were also hosted as part of Festival Monday.

Delivering The Event

Collaboration was sought from key partners; Pony Racing Authority, Racing To School and Racing Together all supplied staff and equipment to make the occasion possible. The balance of staff, either hosting groups or leading activities came from JCR resource from across the group. *It should be recognised that this event was taking place against the backdrop of one of the country’s largest sporting events and required significant cross-departmental collaboration.*

The Event

8.30am: Schools were welcomed into the Hall of Fame by the racecourse mascot, creating a fun environment. They were all dressed in jockey silks. The entire group were welcomed by Oli Bell and Tom Scudamore and then took part in rotating activities.

	Activity/Location	Location	Host	
1	On The Scales / Weighing Room	Weighing Room	Tom Scudamore	Scales, Valets, Jockey’s Day & Equipment
2	Royal Box / Gold Cup 100	Royal Box	JCR Staff & Rachael Blackmore	View of track & talk through, GC100 Video & History, Photo with Cup
3	Giant Horse / Tiny Horse	Pre-Parade	RDA, Hook Norton & PJA	RDA pony, Hook Norton shire horse, tack and horse care
4	On The Track	Best Mate Plaza	Clerks & Track Staff	Fences, tractors and track care
5	Being A Jockey	Vestey Bar	Barry Geraghty, Jonjo O’Neil & Racing To School	Equicisors, race riding tactics & VR headsets
6	Activity Corner	Vestey Bar	JCR Staff	Colours, understanding a race card and geography of racing

Following lunch: Large group photo on the stands with Ruby Walsh, Rachel Blackmore, Tom Scudamore and other special guests. 1.30pm: The final activity of the day was a parade of Willie Mullin’s Festival runners, which were introduced by Frankie Foster as they circled the ring. All children were then provided with a goodie bag containing Festival merchandise.

Results

The event was delivered successfully despite far from ideal weather as per the plan. The feedback from the schools has been outstanding, with ALL of them looking to be involved again in 2024 which clearly indicates that our long term strategy should harbour positive results. Additionally, three other local schools have enquired in regards to being part of it in future.

The racing celebrities involved have also stated they would volunteer their time to assist us in future years and that they found the event hugely rewarding. Feedback from the supporting organisations and volunteers has also been nothing but praise.

The event was used as an opportunity for children to sign up and join Junior Jumpers, our free children membership tier and had a 95% take up.

% Pre-Event Never Attended Cheltenham Racecourse	% Pre-Event Attended a Race Meeting Any Course	% Post Event Planning to attend a race meeting
90%	10%	95%



A
brilliant
day!

Tom Scudamore:
Activity Host

Of all the community focussed innovations in racing I've seen in recent years – Festival Monday has to go down as one of the best.

The event encapsulated the incredible atmosphere of those magical four days in March and the children who were lucky enough to attend got swept up in the occasion.

I have no doubt many of them will remember the day for the rest of their lives.

It was very special and I was honoured to play a small part in such an innovative and well thought out event"

Ed Chamberlin
ITV



Dear Andre,
I just want to say what an absolutely incredible day. Honestly, our children (and staff) absolutely loved it and learnt so much about the racecourse and the Cheltenham Festival.....Please can you make sure that our school is invited to participate again next year.
PA, Dunally School

Hi,
I just wanted to say that it was so exciting to meet Rachael Blackmore at Festival Monday. I didn't know him before but Tom Scudamore is the coolest. Thank you for inviting us.
SRT, Pupil at National Star

Charlie has such a cool day. Thank you. He had never been to the racecourse before but I think we'll all be there soon. We'll all go. He returned so enthusiastic.
TT, Parent

Supporting Information – The Images Say It All

