



Elevating the Experience for Owners & Trainers

Category – The Racing Connection

Proudly partnered by



RACING POST



Showcase
& Awards
2023



Objectives

Following significant improvements to our Commitment to Owners & Trainers, that saw us shortlisted in this category at the 2022 Showcase Awards, the team at Hamilton Park has looked to build on that commitment for 2023 and therefore completed a total review of our provision for Owners & Trainers visiting the racecourse, to further recognise the key role that they play in our industry. This review covered every aspect of the Owners experience, ranging from record investment in prize money to elevating the on-course experience, to ensure every Owner & Trainer visiting Hamilton Park received the welcome and experience befitting of their commitment to the sport, reflecting our own position as an aspirational 'small', independent racecourse.

The output of this review allowed us to set the following objectives for 2023;

Our Objectives

- Deliver an improved raceday experience for visiting Owners, to exceed their expectations of visiting Hamilton Park.
- Review existing facilities to ensure we are providing the best facilities possible for their visit.
- Review the catering provision to provide a higher standard of dining including more choice.
- Provide the same experience for ALL visiting Owners, regardless of their ownership level.
- Provide a better experience for winning connections and recognise the success of placed connections.
- Increase Owners' attendance by 10% across the season.
- Increase the recognition of our Champion Owner.
- Increase return on investment for Owners through record investment in prize money by exceeding our previous high of £1.59M in 2022.
- Provide flexibility in our badge and meal allowances for Owners, to allow different provisions for both individual Owners and Syndicate groups at their request.
- Create our richest ever raceday in excess of our previous record of £200k.
- Receive accreditation from the AA/ROA Owners Assessment having held ROA Gold Standard status since 2008.



Delivery

Enhanced
Owner's
Experience

£1.64M+
Record
Prize Money

£212k+
Lanark
Silver Bell
Fixture

£2k+
all races over
BHA minimum
value



The Hamilton Park team set out to create an exclusive and potentially unique 'Owners & Trainers Zone' in a premier position within the racecourse, incorporating all of their amenities in the one area.

Investment of over £100,000 was made to improve the facilities for our visiting Owners & Trainers which included the addition of a new, elevated deck connected to their bar facility to provide views over the parade ring and Winners Enclosure. This was designed to provide additional seating and rain cover as well as table service for drinks, rather than the previous provision of garden furniture on the lawn. Improvements were also made to the Owners & Trainers Bar with new furniture installed throughout.

O&T dining was moved back to a location next to the Owners & Trainer Bar, again overlooking the Winners Enclosure, with a new luxury three-course buffet served throughout our fixtures along with a welcome drink and complimentary tea, coffee and biscuits throughout the day. This provided a far greater variety of food and has enabled us to cater for more visiting Owners than ever before. The move to a buffet style service has also allowed greater flexibility for visitors who are looking to eat quickly but not compromise on quality. This enhanced provision required an increase in investment of 16% on 2022, taking our expenditure to nearly £100,000 for the season.

Winning connections are now invited into the Managing Director's office for celebratory drinks and truffles whilst they rewatch their race. This area was also refurbished to provide a more luxurious experience for connections. Placed connections are also welcomed for a drink where there are no Owners representatives for the winner or are provided with complimentary drinks vouchers.

Our Champion Owner now gets a dedicated parking space for the season that is in close proximity to the entrance to the O&T facility, to provide 'fast track' access to the course, which we believe is unique to Hamilton Park. In addition to this the Champion Owners' silks are flown above the grandstand for the season following their win and we celebrated this achievement with social media content showing the Champion Owners' silks being hoisted to full mast.

Our flexible badge allowance continues to be managed personally by Hamilton Park Director, Fiona Murdoch and we are able to offer up to six meals to every Owner or an increased number of admission badges if requested by syndicates.

Hamilton Park has committed to a record level of prize money for 2023 which is forecast to be in excess of £1.64M, with further upgrades to the race programme, with additions such as two high value Class 2 Novice races in partnership with Darley. Total prize money is expected to be 54% above BHA minimum values, with every race continuing to be run for no less than £2,000 above these values to ensure investment is made at all class of race and rewarding Owners with horses at all levels.

Through these upgrades our Lanark Silver Bell fixture became the richest raceday in Hamilton Park history with total prize money of £212,150, over £12,000 above our previous high which was achieved in 2022.

Results



Our renewed commitment to Owners & Trainers in 2023 has delivered excellent results in a very challenging time for the industry and has created a platform for Hamilton Park's continued success on and off the track;

- Excellent feedback received from Owners on both their on-course experience which has been elevated to new levels, and our continued commitment to prize money.
- Owners' attendance is currently 18% ahead of 2022 with over 4,000 expected to attend across the season – a record number!
- We expect to serve over 3,500 complimentary meals in 2023, which represents an investment of nearly £100,000 for Owners' catering. An increase of 25% on our expenditure in 2022.
- Every Owner requesting badges in 2023 has been fulfilled, with complimentary hospitality provided to all who have requested meals rather than additional badges.
- Record prize money of £1.64M is forecast for the 2023 season. An increase of 3%/£50k on 2022 actual.
- The Lanark Silver Bell fixture became our richest ever raceday worth over £212,000. A 6% increase on our previous record prize money for a single fixture.
- Hamilton Park retained it's 5 Star Visitor Attraction rating from Visit Scotland, securing our highest ever assessment score.
- Full accreditation was achieved in our AA/ROA Owners Assessment, and we are aiming to retain our Gold Standard status for the sixteenth consecutive year. We also placed 2nd overall in the 2022 NARS assessment for our provisions for visiting Stable Staff, reflecting our commitment to all who come to Hamilton Park.



Supporting Information



Video of our new Owners & Trainers catering offer – <https://vimeo.com/864757577>

Video of our new Owners & Trainers Deck Completion- <https://www.facebook.com/HamiltonParkRacecourse/videos/246682887859221>

Video of Champion Owners Silks being Raised - <https://www.facebook.com/HamiltonParkRacecourse/videos/934970131081163>

Link to our pre-season Owners communication, highlighting our commitment for 2023 - https://issuu.com/hamilton-park-race-course/docs/hpr_commitment_to_o_t_2023

Link to Owners section of our website and relevant press articles - <https://hamilton-park.co.uk/horse-racing/owners-trainers/>
<https://hamilton-park.co.uk/record-prize-money-of-16m-announced-for-2022-2/>

<https://www.sportinglife.com/racing/news/hamilton-park-announces-richest-ever-season-with-record-prize-money-of-pound164million/208202>

<https://www.dailyrecord.co.uk/in-your-area/lanarkshire/hamilton-racecourse-preparing-richest-ever-30770122>



Ian Pope

Ive got to say a BIG THANKYOU to Hamilton Park. from entering the gate every member of staff i met carpark people, lady on reception in owners area, girls in the restaurant and the lady at the parade ring (Anne i think) where TOP CLASS and a credit to your lovely Track. To top it off BERAZ WON 🍌🍌🍌🍌

40 m Like Reply Message Hide



Sam Davis
@Samdavis0106

Postileo does it again at hamilton :) he loves coming up here as much as me :) thank you to @HamiltonParkRC always make you feel welcome it's a long way but it's worth the trip winning the silver bell tonight. Great ride from ben Curtis aswell @varianstable



tom dagleish
@rodman500

Another amazing day, totally speechless. Thanks one again @K_scottracing @phillip_dennis you gave her a peach from the draw and @HamiltonParkRC for looking after us superbly from start of day to end.



James Moore
@Jamesracing1

As well run and appealing as any track in Britain. Should be racecourse of the year imho. 🍌

20:49 · 05/09/2023 from Earth · 207 Views



"My owners Ricky Chapman said they think Hamilton owners experience is fabulous they had a wonderful night last week, felt really well looked after. They are desperate for their horses to run at Hamilton Park. (She finished 2nd last) but this does not matter if they had a great time."

