



The Jockey Club

The Racing Foundation Green Award

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Objectives



The Jockey Club's Strategic Priority – Creating a sustainable future - minimising our environmental impact

The Jockey Club has made great strides with internal engagement through the Going Green Programme which was established over 10 years ago. It is recognised that the next level of engagement that requires focus is engagement with stakeholders beyond our own people.

A key objective is to engage and encourage suppliers, sponsors, partners, owners, trainers, jockeys and customers.

Initiative: Inaugural Greener Raceday (Cheltenham – The Showcase, Showcasing Sustainability) which went on to prompt a commitment to stage a Greener Raceday at all Jockey Club Racecourses in 2023

The core objectives of the greener racedays extended beyond engagement;

- Improve the environmental sustainability of the event
- Identify and trial initiatives which can be implemented on a permanent basis at the racecourse and other Jockey Club Racecourses
- Share best practice and learning with any other Jockey Club Racecourses where theirs has not yet taken place
- Engage with stakeholders, including employees, partners, suppliers, sponsors, owners and trainers, jockeys, and visitors, raise awareness and identify opportunities for one off and permanent change

The Showcase – Showcasing Sustainability

Planning began 6 months before the fixture. The planning meetings, to agree what initiatives to trial, involved 22 Cheltenham employees representing all departments. The challenge was to look at each element of the raceday and see how it could be tweaked to reduce the environmental impact. It was agreed that the focus would be on initiatives that could be implemented permanently, if proven successful, rather than things done as a one-off.

Communication was key, a wider benefit would be influencing stake holders to think about their impact and what they could do for the specific fixture as well as permanent change. 25 suppliers were invited to an event in August to share the plans for the fixture and challenge them to get involved. All Owners, Trainers and Jockeys were contacted to share the plans for the day and what they could do to support. All racegoers were asked to think about how they would travel to the event with suggestions of how they could reduce their impact. Partners and sponsors were given the opportunity to come along on the day with a stand to shout about what they are doing to reduce their carbon impact. Local schools were invited to attend and learn about how to be greener.

A comprehensive list of initiatives for the day was agreed and implemented.

Green champions from around the group were invited to attend and support with the day.

Greener Raceday at all Jockey Club Racecourses in 2023

Following the inaugural greener raceday at Cheltenham Racecourse, a 2023 fixture at each of The Jockey Club's racecourses was selected to replicate it. Planning and delivery for these 13 fixtures has involved focussing on a few initiatives that the racecourse is particularly keen to trial and selecting a fixture which would best suit. E.g. Sandown Park are keen to trial the use of glasses over plastic in all areas of the racecourse so have chosen a small-crowd fixture in order to adequately manage the health and safety implications. Once the date was agreed, additional suitable initiatives have been added. Each raceday has also taken learnings and successes from previous greener fixtures.

Results

The Showcase, Showcasing Sustainability, Cheltenham Racecourse:

A complete debrief was compiled including feedback on each initiative, a few examples here:

- Trial of paper cups with separate waste stream. More than 14,000 collected as a single waste stream and taken to a local recycling facility by electric van
- Additional waste separation in bin yard. Waste which arrived in the bin yard as general waste was tipped on to sorting tables and anything recyclable was “rescued” and recycled. Around 3 tonnes of additional waste was recycled thanks to this process
- Plant forward menus and menus with a carbon indicator for each dish, this has been permanently implemented
- Elimination of single use water bottles, this has long been established for customers, but staff lunch bags remained a problem. This has now been switched to cans with staff also being encourage to bring their own reusable water bottle
- Sustainability exhibition, stand holders included our EV charging partner, a solar provider, a local business wanting to promote their green credentials and our own Green Champions sharing The Jockey Club’s sustainability progress and ambitions.

Examples of other Greener Fixtures which have already taken place:

Nottingham Greener Raceday, many of the previous initiatives and comms implemented, new and specific to Nottingham:

- Tesla supported the day, providing the track vehicle as well as some for visitors to experience up close
- O&T switched to real mugs instead of paper cups – to be implanted permanently
- Discount for hot drinks if customer brought their own re-usable cup – to be implemented permanently

Epsom Downs Greener Raceday, many of the previous initiatives and comms implemented, including the discount for hot drinks first done at Nottingham, new and specific to Epsom:

- Car Share incentive scheme
- On the day audit by Ops team to identify what could be improved to reduce environmental impact

All 4 of the objectives were achieved. The events have had a reduced carbon impact, some initiatives have been implemented permanently, best practice shared (each event using initiatives from the last) and engagement with all stakeholders has begun

Supporting Information

Instagram Reel from The Showcase, Showcasing Sustainability:
https://www.instagram.com/reel/CkNhi_Aozbp/?igshid=YmMyMTA2M2Y%3D

Case Study in conjunction with Stark:



Local Catering Suppliers



Growing our own



Some of the initiatives

- Eliminating diesel generators for the event. *power was provided from mainline electricity*
- Electric vehicles used for track vehicles
- Electric tugs used instead of diesel
- Encourage sustainable travel to the racecourse
- Trialling paper cups for pints and half pints. *Over 14,000 paper cups were separated as a single waste stream and taken to a local specialist recycling plant in an electric van. It is estimated that a similar number were recycled as part of the DMR*
- Challenging suppliers to reduce the impact of TJC using their product or service
 - Specifically for the event *engagement with suppliers went well with many pledging to make changes for the event and more permanently. It was also an opportunity for suppliers to highlight any good work they have already been doing.*
 - Longer term permanent changes
 - The event has provided opportunity to both challenge and engage*
- Focus on separating waste on site to improve recycling rates
 - Green champions separating waste using sorting tables – *10 Green champions joined the day and supported in the bin yard as well as the stand*
 - Bins specifically for collecting the paper cups
 - The waste separation, and particularly the sorting tables, worked well.*
- Approximately 3 tonnes of additional waste was segregated and recycled as a direct result of the physical sorting in the bin yard. During both Friday and Saturday, large volumes of waste were sifted through. Each bag that would have ordinarily needed to go into general waste was sorted and recyclable materials “rescued”.*
- Menus with carbon footprint information – *Permanent implementation*
- Further focus on local food and drink – *Permanent Implementation*
- No single-use plastic bottles – *JCC lunch bags had canned water, well received*
- Announcing Carbon Neutral for 2027
- Local school children having a talk from The Jockey Club’s Sustainability Manager. *Well received talk to the children on Friday morning*
- Inviting visitors to “Make a Pledge” for something they will change to reduce their impact on the environment
- Sustainability exhibition. *Stand holders were pleased with the engagement they had with racegoers.*

Case Study, in conjunction with our energy data provider, Stark