



Showcase
& Awards
2025

Kempton Park Racecourse
Exceptional Raceday Delivery ($\leq 7,999$)
Kempton Park Community Raceday

Kempton Park
RACECOURSE

COMMUNITY RACEDAY

BANK HOLIDAY MONDAY 5 MAY

Celebrating 80 Years
Since VE Day Racing Plus
Free Family Fun –

£5 Tickets | Kids Go Free

[BOOK NOW](#)

THE JOCKEY CLUB

The poster features a vibrant scene with children riding horses, a man in a military uniform, and a vintage car, all set against a backdrop of Union Jack bunting and a rainbow archway.

Proudly partnered by



Objectives



2025 marks 80 years since *Victory In Europe Day*, the end of the Second World War. When the UK Government and the Together Coalition announced plans for a nationwide community celebration of this occasion on Monday 5th May, we immediately saw an opportunity to bring this celebration to Kempton Park. The date was already home to our annual Community Raceday so it was an easy decision to join the nationwide celebrations and bring our local community together to celebrate!

The foundations of our Community Raceday remained the same; providing an affordable and welcoming day out for local families, encouraging them to engage with both the racecourse and the sport. Building on the success of 2024, we elevated the day with 400 metres of Union Jack bunting, themed entertainment, and heritage storytelling, creating a raceday that not only entertained but also resonated deeply with our local community.

Objectives:

- Grow the paid attendance of the Kempton Park Community Raceday by at least 10% versus 2024
- Provide local community charities/groups with the platform to engage with a local audience through a Local Community Showcase
- Celebrate VE Day at a local level and tell the story of both Kempton Park and British Horseracing and how the sport we see today was shaped by the Second World War.

Delivery



There was an immediate challenge with the government's plans – why should our local community pay to come to Kempton Park when they could host a free street party? It was crucial our raceday was affordable. This meant cutting our **Adult ticket price from £10 to £5** – children already came for free – and **relaxing our on-course picnic policy** to ensure F&B prices on site were not a barrier to these families joining us.

We produced a really strong creative that visually showed what we trying to achieve and highlight that all important £5 ticket message, making it one of the cheapest days racing anywhere in the UK. For the first time alongside our usual campaign, we also targeted 9,500 households within the TW16 postcode with a leaflet highlighting the £5 ticket message and all the activity we would have on the day. It was so important that the people closest to Kempton Park were given the opportunity to all come and celebrate with us.

We wanted the day to feel like more than just racing – a proper day out for families with plenty to see and do, all free of charge and tied into our VE Day theme including:

- Walkabout entertainers and live music – from a friendly British bear to a trio of vintage singers, brining 1940s fun and atmosphere to the course.
- Free funfair rides – a big hit with families, adding value to the day and encouraging attendance
- Themed site dressing – 400m of Union Jack bunting, flags flying from the grandstand and a genuine WW2 Jeep to set the scene
- A special racecard cover – styled to look like a 1945 newspaper front page!

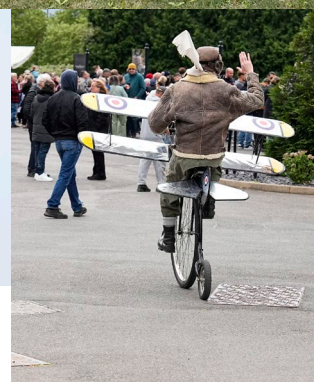
It was important for us to keep the community aspect of the day so once again, we hosted our Local Community Showcase offering local charities and organisations a platform to engage with our racegoers and to shout about what they offer the community. Sunbury and Shepperton Local History Society also showcased an incredible history display, full of artifacts and images about Kempton Park and Sunbury-Upon-Thames during the Second World War. This was a unique educational opportunity and proved popular with racegoers of all age. The society also produced an editorial piece for the racecard which was placed alongside a piece written internally on British horseracing during period as well.

Results

- Paid Attendance at the Kempton Park Community Raceday increased from 747 in 2024 to 2,171 in 2025 – a **190% increase**.
- Total attendance on site reported to HBLB increased from 1,598 in 2024 to 3,779 in 2025 – a **130% increase**.
- The number of customers travelling 0-5 miles to the racecourse **increased by 421%** versus 2024.
- The number of new customers booking **increased by 289%** versus 2024. 17% of these 'new bookers' have attended a different Kempton Park fixture since the Community Raceday in May.
- Our NPS score increased to 55 and we received extremely positive feedback and scores for the atmosphere on course and the ticket price:
 - *'Really good atmosphere created to celebrate VE Day and the £5 ticket price made for a bumper crowd'*
 - *'Having lived in Sunbury for 10 years, it was our first time attending and can I just say how great it was. The kids loved it!'*
 - *'We came for the family fun day and it was such a lovely event. Great fun, very well organised, lots of interest for the kids including the free face painting which was a hit. The whole family enjoyed the day a lot – well done!'*
 - *'An amazing and a wonderful experience! The horse racing event was well organised and incorporated perfectly the local VE Day celebrations around the racecourse.'*
- We welcomed 6 local community groups to our community showcase; 2 groups who had attended in 2024 (Wimbledon Greyhounds & Staines Rugby) and 4 who were new for 2024 including St Peters & Ashford Hospitals Charity and Stewart's Academy of Performing Arts choir who performed for racegoers.
- The day also saw the opening of Kempton Park's permanent Sensory Room and we were proud to host 10 families for the day alongside Autism in Racing.
- Coneygree, our racecourse ROR Horse For Courses Ambassador attended on the day giving racegoers to connect with racing on a physical level by being able to meet and interact with a real racehorse – the first time ever seeing a horse that close for many!
- Off the back of this success, we're making our first Jump meeting an affordable £10 raceday with free entertainment, again targeting our local community and encouraging them to come and discover jump racing. From 2026 onwards we will host two community raceday fixtures each year, both designed to be affordable, family-friendly events that bring local people closer to our sport.

Supporting Information

- <https://www.racingtv.com/news/kempton-park-ve-day-2025-community-raceday>
- General Manager Simon Durrant talks to Radio Woking:
<https://www.racingtv.com/news/kempton-park-ve-day-2025-community-raceday>
- Instagram reel from the day: https://www.instagram.com/reel/DJR0o_Ksj-2/?utm_source=ig_web_copy_link



KEMPTON PARK

ISSUE NO. 80 5TH MAY 2025 NO.123

KEMPTON PARK RACECOURSE COMMUNITY RACEDAY — 8TH MAY 1945 —

CELEBRATES 80 YEARS SINCE
VICTORY IN EUROPE DAY.

The 80th anniversary of VE Day marks eight decades since the official end of World War II in Europe.

We are proud to be marking this occasion and celebrating alongside our local community.

This historic day is celebrated as a major turning point in world history, signifying the defeat

of tyranny in Europe and the beginning of peace after six years of devastating conflict.

In the United Kingdom, millions of people took to the streets to celebrate, with large gatherings in cities like London.



A TIME TO CELEBRATE!

CROWDS GATHERED IN TRAFALGAR SQUARE AND OUTSIDE BUCKINGHAM PALACE, WHERE KING GEORGE VI AND PRIME MINISTER WINSTON CHURCHILL APPEARED ON THE BALCONY.

OFFICIAL RACECARD - £3



